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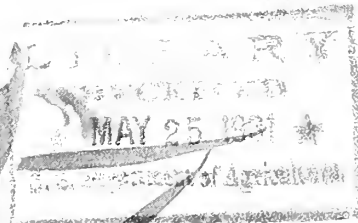
# 66 Flowerland 99

Bulbs - Plants - Seeds  
1926 - 1927

Record Book

1926 1927

FORGETTING TO FORGET



Paul J. Howard's  
HORTICULTURAL  
ESTABLISHMENT

AMERICAN

250 So. La Brea Ave.  
Los Angeles,  
California.

DAFFODILS

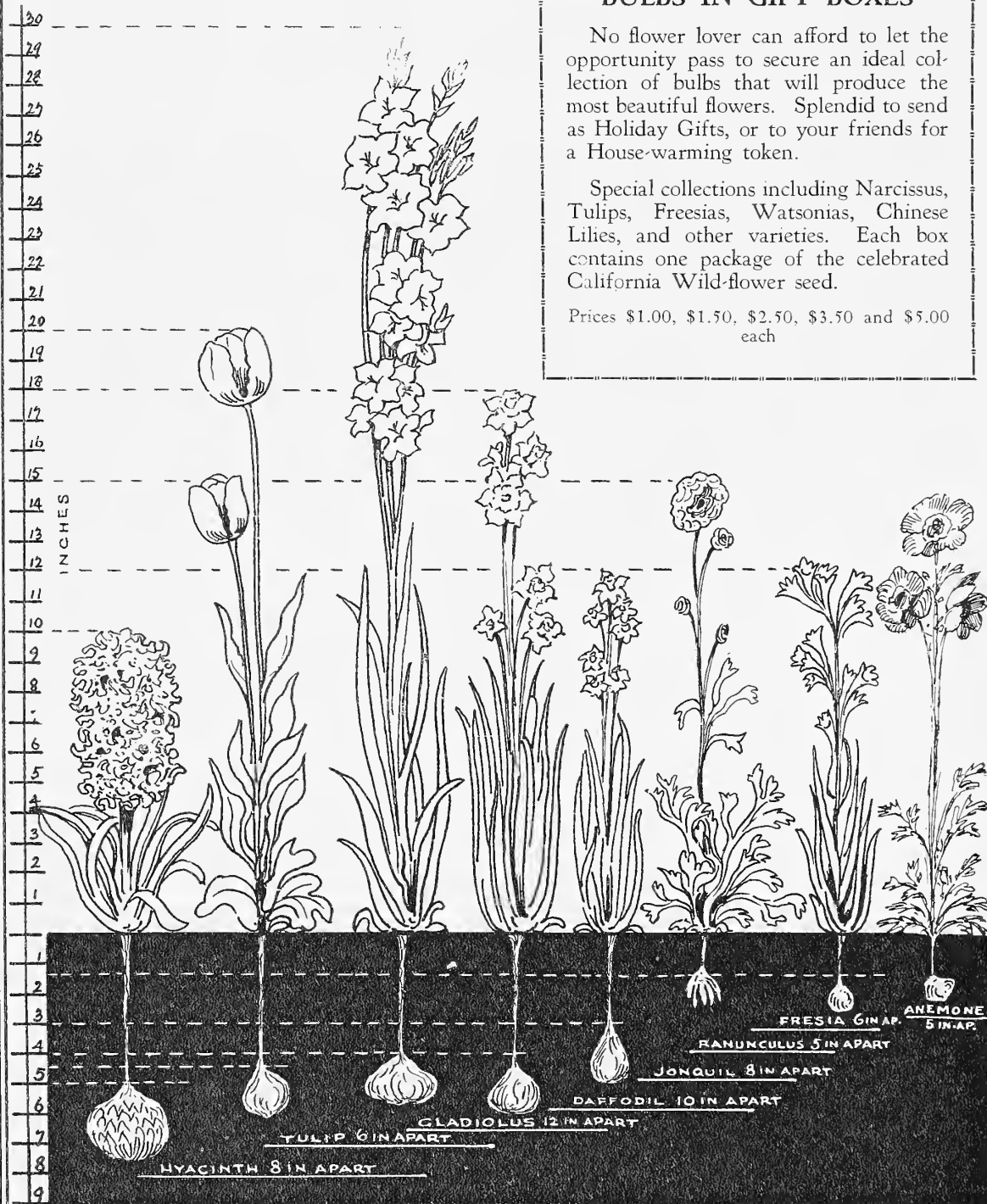
# PLANTING CHART FOR BULBS

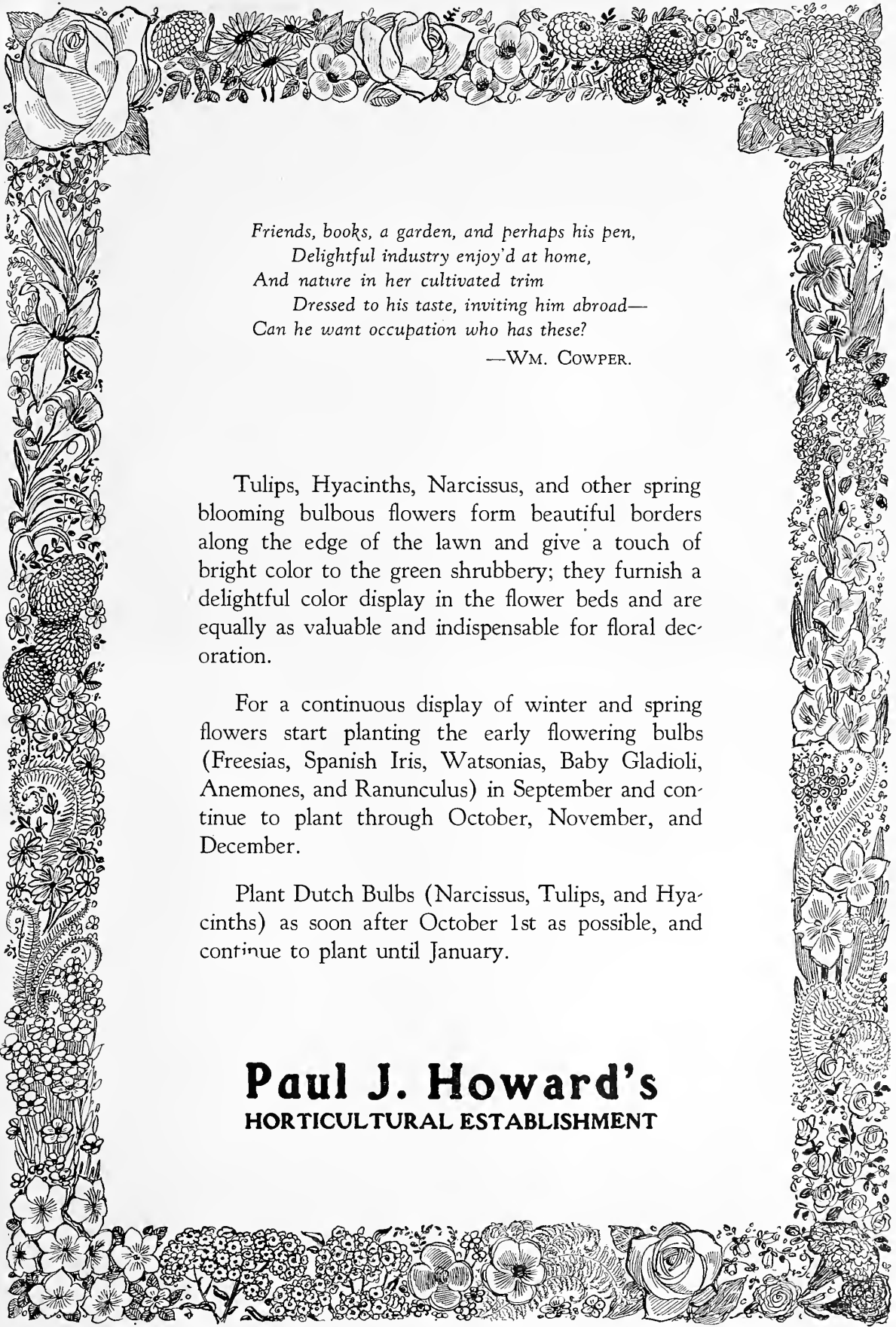
## BULBS IN GIFT BOXES

No flower lover can afford to let the opportunity pass to secure an ideal collection of bulbs that will produce the most beautiful flowers. Splendid to send as Holiday Gifts, or to your friends for a House-warming token.

Special collections including Narcissus, Tulips, Freesias, Watsonias, Chinese Lilies, and other varieties. Each box contains one package of the celebrated California Wild-flower seed.

Prices \$1.00, \$1.50, \$2.50, \$3.50 and \$5.00 each





*Friends, books, a garden, and perhaps his pen,  
Delightful industry enjoy'd at home,  
And nature in her cultivated trim  
Dressed to his taste, inviting him abroad—  
Can he want occupation who has these?*

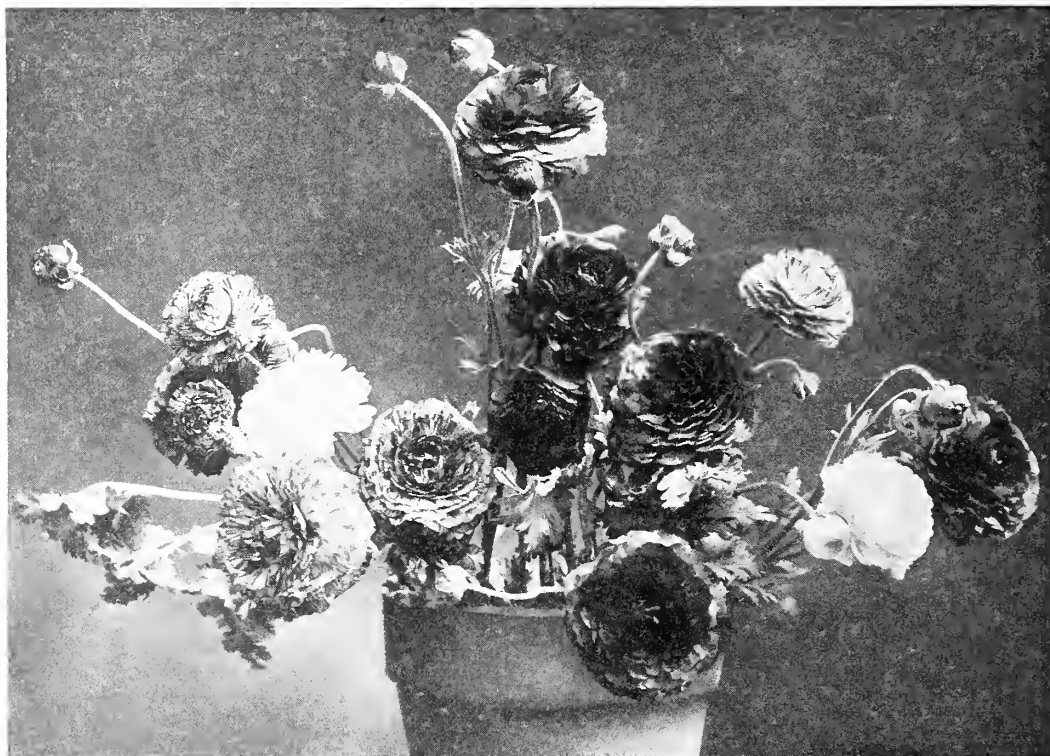
—WM. COWPER.

Tulips, Hyacinths, Narcissus, and other spring blooming bulbous flowers form beautiful borders along the edge of the lawn and give a touch of bright color to the green shrubbery; they furnish a delightful color display in the flower beds and are equally as valuable and indispensable for floral decoration.

For a continuous display of winter and spring flowers start planting the early flowering bulbs (Freesias, Spanish Iris, Watsonias, Baby Gladioli, Anemones, and Ranunculus) in September and continue to plant through October, November, and December.

Plant Dutch Bulbs (Narcissus, Tulips, and Hyacinths) as soon after October 1st as possible, and continue to plant until January.

**Paul J. Howard's**  
HORTICULTURAL ESTABLISHMENT



Ranunculus

## EARLY FLOWERING BULBS

When planted during September and October, these may be expected to furnish an abundant supply of brightly colored blossoms at a time of year when other flowers are not plentiful.

Prepare your flower beds carefully, spade deeply, rake them well and give them a good soaking, then let them stand a few days and give an occasional sprinkling, then rake and smooth down, making sure that the soil is well pulverized—and plant. See planting chart on inside front cover for depth and distance apart.

Bulbs require a good rich soil and it is always well to apply a liberal dressing of well rotted dairy manure after planting.

### Anemones

These brightly colored single flowers resemble a large poppy. They are very beautiful and are wonderfully effective and come in a great variety of dazzling colors, such as rose, red, blue, purple, lavender, and other attractive shades. One of spring's first flowers.

NOTE: Our success in growing and delivering Anemones in two-inch pots has been far ahead of the old way of sending out dry bulbs, and we deliver many thousand this way. We especially recommend green plants for local planting. Bulbs carry better through the mails when they are to be sent a long distance.

Before planting the bulbs soak in water over night and plant one and one-half inches deep and five to six inches apart.

Bulbs ready September 1st.

Plants ready November 1st.

Price—Extra large select bulbs:  
\$1.00 per dozen, \$7.50 per 100.

Price—Medium size bulbs:  
75c per dozen, \$5.00 per 100.

Price—Green plants:  
\$1.00 per dozen, \$7.50 per 100.

Bulbs sent postage paid, add 10c per dozen; 50c per hundred for plants when wanted by mail.

### Ranunculus

We find an ever increasing demand for these and each succeeding year supply many thousands of bulbs. The flowers are somewhat similar to the Anemone but are more double (some are semi-double while others are exceedingly double, and still others are single) and the colors range from white, straw, yellow, orange, burnt orange, rose, pink, to bright red. A splendid cut flower.

Like Anemones, we start many thousands of Ranunculus in pots and deliver the green plants. These are grown in our lathhouses where they receive expert attention until sent to our customers, when they may be removed from the pots and planted with full assurance that each one is growing.

Green plants ready October 15th.

Price—Large size select bulbs:  
\$1.00 per dozen, \$7.50 per 100.

Price—Regular size bulbs:  
75c per dozen, \$5.00 per hundred.

Price—Green plants:  
85c per dozen, \$6.00 per 100.

Bulbs sent postage paid, add 10c per dozen, 50c per hundred for plants wanted by mail.

PLANTING NOTE: Ranunculus bulbs should be soaked over night in luke-warm water (not hot) and planted with the claws downward. Cover one and one-half inches and mulch lightly with manure.

## Freesias

These popular, easily grown bulbous flowers are well known for their dainty fragrance. They are exceedingly prolific bloomers, and keep well when used as cut flowers.

**Purity.** Very large flowering, snowy white and exceedingly fragrant.

Price 35c per dozen, \$2.50 per hundred.

**Rainbow Freesias.** The wonderful new colored Freesia in varied hues of yellow, orange, lavender and pink, all beautifully blended and harmonized.

Price 75c per dozen, \$5.00 per hundred.

**General Pershing.** Extra strong grower, two feet high, with three to five side sprays. Large open flowers, of lavender pink with just a tinge of bronze.

Price 75c per dozen, \$5.00 per hundred.

**Splendens.** Like a mammoth wood violet. A fine lavender, the lower petals being a deeper blue. Very beautiful and distinct.

Price 75c per dozen, \$5.00 per hundred.

**Yellow Prince.** A lovely clear yellow Freesia that adds greatly to the beauty of a bouquet.

Price 75c per dozen, \$5.00 per hundred.

Freesia bulbs sent postage paid.

Plant Freesias early. Bulbs are ready August 15th, and can be planted as soon thereafter as you like. Plant the bulbs 1½ inches deep in well pulverized garden soil and keep fairly moist all the time.

## Baby Gladioli

(POLYANTHA OR EARLY FLOWERING VARIETIES)

The Baby Gladiolus are very useful for planting in the flower beds or borders. The flower spikes are exceptionally bright and graceful, which makes them splendid material for decorative work.

**Ackermani.** Bright orange scarlet with dark blotch.

**Apollo.** A beautiful salmon with dark throat.

**Blushing Bride.** Large bluish white flowers, lower petals blotched pink.

**Brilliant.** A deep scarlet.

**Crimson Queen.** Deep bright crimson.

**Peach Blossom.** A beautiful peach blossom pink.

**The Bride.** Clear, pure white.

**William III.** Terra cotta and pink.

Price 75c per dozen, \$6.00 per hundred, postpaid.

Collection of miniature Gladioli—six of each variety, carefully labeled, 48 bulbs for \$2.75, postpaid.

## Spanish Iris

(IRIS HISPANICA)

Are among the most popular of all spring flowers, both for cutting and for garden decoration. Their orchid-like flowers are borne on tall stems and are most pleasing shades of yellow, blue and bronze.

Price \$1.00 per dozen, \$7.50 per 100, postpaid.

Ready November 1st.

## Dutch Iris

(HOLLAND IRIS)

This is an improved Spanish Iris, being larger in size and clearer, brighter in color, also blooms considerably earlier.

Plant Spanish and Dutch bulbs early.

Price 10c each, \$1.00 per dozen, \$7.50 per 100 postpaid.

## Snow Drops

(GALANTHUS)

These little flowers are the first to appear in spring, being even earlier than the Crocus. They are hardy and once planted will continue to come into bloom very early each spring.

**Single Galanthus.**

**Double Galanthus.**

Price 10c each, 75c per dozen, \$5.00 per 100 postpaid.

## Five Beautiful Novelties in Colored Freesias

**Carmencita.** The large blossoms are carried well above the foliage on long stiff stems and are rare beauties. The color is a delicate orange salmon with buff shading on the lower petals.

Price 10c each, \$1.00 per dozen, \$7.50 per hundred.

**June Michelson.** Deep rose pink with blush throat. One of the best.

Price \$1.50 per dozen, \$10.00 per hundred.

**Mendota.** New giant clear yellow, strong vigorous grower, with long, sturdy stems.

Price \$1.50 per dozen, \$10.00 per hundred.

**Mrs. Marc Peter.** Large flowered deep rosy-salmon, lower petals blotched orange and yellow.

Price \$1.50 per dozen, \$10.00 per hundred.

**Olivette.** A new color in Freesias and one of the brightest of all. Bright carmine red with light yellow throat with lower petals of deep yellow throat with crimson veins.

Price \$1.00 per dozen, \$7.50 per hundred.

## Ixias

Charming little bulbous flowers from the Cape of Good Hope. The small, brilliantly colored blossoms are of various hues and are borne on good stiff stems. Splendid for cutting, should find a place in every garden. Fine mixed colors.

Price 60c per dozen, \$4.00 per 100 postpaid.

## Five New Named Varieties of Ixias

**Evalina.** Pure white, with bright red eye.

**Englishtona.** Glowing crimson-pink.

**Mozart.** Bright yellow.

**Vulcan.** Crimson and orange, very striking.

**Wonder.** Double flowers of a beautiful shade of pink.

Price of above varieties 10c each, \$1.00 per dozen,

\$7.50 per hundred postpaid.

Special collection six each of the named varieties for \$2.25 postpaid.

## Sparaxis

Sparaxis is a group of spring blooming bulbs which are similar to the Ixia with spikes of funnel shaped, six petalled flowers, and with a varied range of colors. Plant through September, October, and November.

Price 75c per dozen, \$5.00 per 100 postpaid.

## Leucojum Vernum

(SPRING SNOWFLAKES)

Snowflakes blossom very early, making a fine display of pendant, white-tipped-with-green flowers. Attractive in the garden and desirable for cutting.

Price \$1.00 per dozen, \$7.50 per hundred.

## Montbretias

Montbretias are among our brighter summer flowering bulbs and when once planted are almost permanent. The colors are principally orange-yellow and brown with scarlet and crimson shadings.

Price 75c per dozen, \$5.00 per hundred Postpaid

**Note:** In ordering bulbs, to be shipped via Parcel Post, please enclose additional for postage at the following rate, unless listed prepaid:

10c per dozen bulbs; 20c for 50 bulbs, and 30c for 100 bulbs.

## Agapanthus Umbellatus

Lily of the Nile. A most desirable plant for garden planting. Its clusters of bright blue flowers are borne almost continuously through the summer months.

Alba. Identical with the above except with pure white blooms.

Price—Large plants, 50c each, \$5.00 per dozen.

## Alstroemeria Aurantiaca

For several years these beautiful tuberous rooted flowering plants have been grown by Eastern Gardeners in greenhouses and in protected places out-of-doors, but have not been distributed to any extent in California. We find that our climatic conditions are admirably adapted to their culture in the open gardens.

The tall, slender canes are in themselves most attractive and together with the beautiful umbels of lily-like blossoms they are unusually beautiful. The flowers are bright yellow tipped green with brown spots in the center.

Established plants from 4-inch pots.

Price 35c each, \$3.50 per dozen, \$25.00 per hundred.

PLANTING NOTE: Plant in a partially shaded place in well prepared soil; leafmold will be found best.

## Amaryllis

The Amaryllis family includes many of our most attractive summer and autumn bulbous flowers. They are easily grown in all parts of the country and with little extra care will prove one of the most satisfactory flowers in the garden.

## Amaryllis Hybrids

(GIANT FLOWERED AMARYLLIS)

This selection of giant bloomers in wonderfully varied and brilliant coloring, has been produced by expert growers and is a selection of the best types and colors from thousands of seedlings produced from hand hybridized flowers. They range in color from pure white ground with its markings of rose, red, etc., to rich orange-scarlet, bright red, crimson, maroon colors in their various hues. The flowers are enormous, often measuring nine to ten inches in diameter with five to six flowers to an individual stem.

Do not fail to order a dozen or so of them.

Bulbs ready November 15th.

Price 75c each, \$7.50 per dozen.

Amaryllis Belladonna. Very fragrant; this variety loses its foliage before the flower stalks comes up, when care should be taken not to disturb the bulbs. The blooming time is in August, when the strong flower spikes issue forth from the ground and soon develop clusters of beautiful clear pink blossoms. Ready October 15th.

Price 20c each, \$2.00 per dozen.

## Golden Yellow Calla Lily

(CALLA ELLIOTIANA)

These are well worthy of a place in every flower lover's garden. They are so beautiful as to call the attention of all who pass by them. The leaves are large and bright green with regular silver markings, almost like they had been carved with a knife, while the flowers are of the clearest butter yellow.

Dry Bulbs—Price 35c each, \$3.50 per dozen.

Ready October 15th.

Potted Plants through the summer months  
75c to \$1.00 each.

## White Calla Lily

(LILY OF THE NILE)

Excellent for planting in beds or along the shady side of a building.

Price 20c each, \$2.00 per dozen.

## Elephant's Ear

(CALADIUM ESCULENTUM)

One of the most common and yet the most effective of foliage plants in the garden. The mammoth elephant's ear-like leaves are extremely decorative. Excellent for planting in semi-shaded location where plenty of moisture is assured.

Price 50c each, \$5.00 per dozen.

## Hemerocallis

(YELLOW DAY LILY)

Hardy plants of the lily family. Succeeding in any sunny location. They should always be included in the perennial garden.

Flava. Fragrant lemon yellow.

Aurantiaca. Rich orange yellow.

Price 25c each, \$2.50 per dozen.

## Muscari

(GRAPE HYACINTH)

Very pretty little plants, with spikes of bloom resembling bunches of grapes.

Heavenly Blue. Bright clear blue.

Price 75c per dozen, \$5.00 per 100.

## Ornithogalum

(STAR OF BETHLEHEM)

This bulb throws up spikes about 18 to 24 inches high, with clusters of star-shaped blossoms of pure glistening white, with a shiny black center. Very easily grown and after once planted can be left in the ground for many years.

Price 10c each, 75c per dozen, \$5.00 per 100.

## Scilla

(SQUILL)

Nutans. Pretty bulbous plants of easy culture. Flowers are blue, rose, or white and lilac. Thrives best in partly shaded location.

Siberica. This variety has star-like deep blue blossoms, pendant on long slender stems.

Price 10c each, \$1.00 per dozen, \$7.50 per 100.

## Tuberoses

(POLIANTHES TUBEROSA)

Easily recognized by its exquisite fragrance and beautiful flower spikes which are borne on long stems, making it ideal for cutting.

The Pearl. The best of all tuberoses—produces exceptional flower spikes. Very double.

Price—Mammoth bulbs, 15c each, \$1.50 per dozen.

Mexican Tuberosc. Tall, single flowered, ever-blooming variety, with single blossoms.

Price 15c each, \$1.00 per dozen.

## Watsonias

You will enjoy these gladiolus-like flowers blooming as they do in the early springtime, (usually about Easter) for several weeks. They grow quite tall, three to five feet, and are splendid for cutting as they last so well.

Watsonia O'Brieni. A lovely pure white form. Easily grown and especially attractive when planted with the colored varieties.

Watsonia O'Brieni Rosea. Identical with the above except in color, which is a clear rose-pink.

Price 10c each, \$1.00 per dozen, \$7.50 per 100.

## Two Splendid New Watsonias

Clementina. This is a variety well worth growing and is something new in color, being a clear bright pink. The flower spikes are large and bear perfect blossoms.

Mrs. E. Birney. A deep rose pink without the slightest touch of magenta. The individual florets are large and well formed and it blossoms to the end of the flower stalk.

Price 20c each, \$2.00 per dozen, \$15.00 per 100.



## DUTCH BULBS

### IMPORTED FROM HOLLAND

### HYACINTHS

IN SELECTING and importing our Dutch bulbs we have been careful to secure only the better and most practical varieties, rather than to display an endless list of untried kinds with which we are not absolutely satisfied ourselves. However, our stock will be found complete in every way. We have all types, classes and colors represented, and each variety offered can be planted with full assurance that the best bulbs obtainable are being planted.

Our bulbs are shipped direct from the growers in Holland which eliminates extra handling and possibilities for mistakes in labeling varieties, as the bulbs come direct from the Holland Bulb Fields to our store. To make a long story short, we have a splendid lot of first-class bulbs of the choicest and most reliable varieties.

#### Time for Planting Dutch Bulbs

Bulbs usually arrive in October and may be planted as soon as desired after their arrival. October, November and December are the best months for planting bulbs, but some of the most successful planters have planted bulb gardens in January, and as late as February. We strongly recommend the early planting as these almost always produce the better flowers.

Whether forced in the house or planted in the garden, the Hyacinth is one of the easiest of flowers to grow. With but simple treatment it will produce gorgeous spikes of the most fragrant flowers.

We carry extra selected first size bulbs only, as they can always be relied on to produce large full spikes of perfect flowers and are admirably adapted for forcing, bedding or pot culture. We can supply the following splendid varieties:

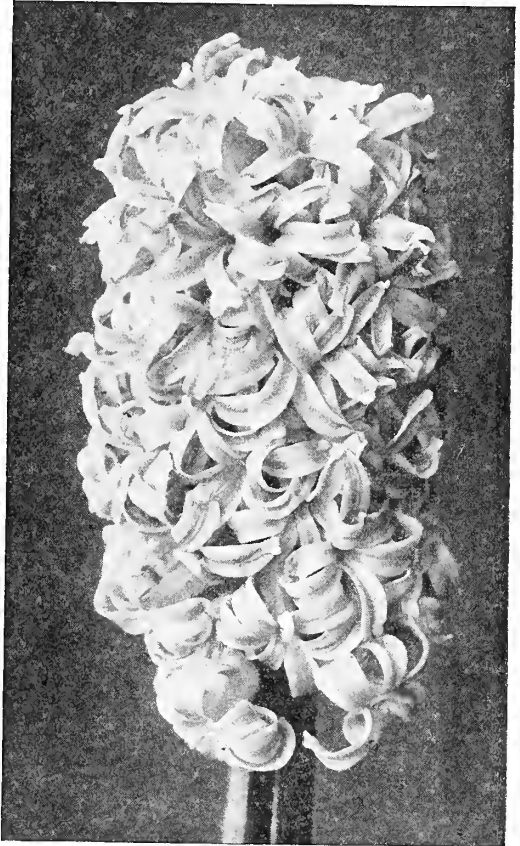
**Captain Boynton.** A clear porcelain blue.  
**Cardinal Wiseman.** Clear bright rose.  
**City of Haarlem.** Pure golden yellow.  
**Daylight.** Orange yellow.  
**Gertrude.** Rosy pink, extra fine.  
**Gigantea.** Soft blush pink.  
**Grand Maitre.** Deep lavender blue.  
**King of the Blues.** Large spikes of dark blue blossoms.  
**La Grandesse.** Glistening white.  
**La Victorie.** Brilliant dark carmine rose.  
**L'Innocence.** Pure white. Very fine large flowers.  
**Marie.** Dark blue.  
**Perle Brilliant.** Light blue, extra size.  
**Queen of the Blues.** Large spikes of azure blue.  
**Queen of the Pinks.** Beautiful rosy pink; extra long flower spikes.

Price 30c each, \$3.00 per dozen, \$25.00 per hundred.

#### The Culture of Hyacinths

For indoor culture, the bulbs should be potted before December 1st, planting two bulbs to each six-inch pot. Soak thoroughly and place in a dark room or bury in the garden for at least four weeks. If a good basement is convenient, it is the best place for the bulbs after potting. Keep moist while in the basement and do not bring out until the foliage is three to four inches high. At this stage root growth has been made and the pot may be brought to a light room, but not placed directly in the sun until the foliage has become green. Keep moist and at an even temperature. If desired to hasten the growth, a temperature of 100 degrees will not hurt Hyacinths, but it is better to grow them some cooler than this. When the blossom begins to appear, take to a cooler room.

For outdoor culture the Hyacinth requires a good soil and rather deep planting. It is best to spade the soil to a depth of 12 inches or more, and thoroughly water before planting; after this the bed may be leveled down by raking, then plant the bulbs five or six inches apart. It is well to mulch with some well rotted manure, a covering of one or two inches will be sufficient.



Hyacinth

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 10c per dozen bulbs; 20c for 50 bulbs, and 30c for 100 bulbs.



## NARCISUS

The Narcissus Family embraces a wide range of forms and colors and when these are combined in beds or borders, they make the best floral effect possible. Their uses are numerous, and in every home and garden there is some place for them to be used. We know of nothing more charming than a large bed planted with the various forms, Daffodils, single and double, cluster Narcissus in various colors, and Jonquils with their sweet fragrance, or a border composed of some of the more striking varieties.

Another feature of these bulbous flowers is their lasting qualities. They naturalize wonderfully well and each succeeding spring, they bring lasting joy with them.

For pot culture the Polyanthus Narcissus are very useful. These may be planted the same as Hyacinths in soil or in water.

The following will be found to be very choice and especially productive varieties:

### Large Trumpet Narcissus or Daffodils

**King Alfred.** The largest and best of all daffodils. A truly grand variety bearing immense clear yellow flowers, the trumpet being beautifully frilled. Extra fine.

Price 35c each, \$3.50 per dozen.

**Diadem.** Very broad deep yellow expanded trumpet, with star-shaped primrose-yellow perianth. A grand novelty.

**Emperor.** One of the finest of the deep yellow trumpet flowered daffodils in cultivation. Flowers are very large. Deep primrose perianth; full, rich, yellow trumpet.

**Empress, Queen of Daffodils.** This is a strikingly beautiful

Price—Except King Alfred—15c each, \$1.50 per dozen,  
\$11.00 per 100.

daffodil and is an excellent companion for Emperor. Flowers are very large, perianth is pure white, while the trumpet is a clear rich yellow.

**Golden Spur.** Deep golden yellow flowers. The earliest flowering variety.

**Sir Watkin.** Perianth is sulphur yellow. Cup slightly deeper in color and tinged with orange.

**Victoria.** A very large two-toned daffodil. Perianth is a creamy white, trumpet is clear pure yellow.

### Miscellaneous Narcissus

(WHICH ARE SPLENDID BEDDERS)

These are delicately beautiful varieties, with large star-shaped outer petals and short trumpets, or cups in the center. They make exquisite cut flowers, and have a delightful but delicate fragrance.

**Barii Conspicuous.** A beautiful sort which lasts exceptionally well when cut. Perianth is soft yellow; broad cup edged bright orange scarlet. A little larger than the Poeticus type.

**Poeticus Ornatus.** Pure white with orange cup.

**Poetaz Aspasia.** Pure white, yellow center. This type has a cluster of large flowers on one stem.

**Poetaz Elvira.** Pure white, orange-yellow center. Similar to the preceding except in color.

Price 15c each, \$1.50 per dozen, \$11.00 per 100.

### Polyantha Narcissus

**Grand Monarque.** Small orange cup; flat white perianth. Paper White or The Pearl. Clusters of pure white flowers.

**Soliel d'Or.** Yellow perianth; orange cup; very fine.

Price 15c each, \$1.50 per dozen, \$10.00 per 100.

### Jonquils

These are the true sweet scented Jonquils which bloom very early in the spring. Their perfect little blossoms are of the deepest yellow and are wonderfully attractive. They have been garden favorites for years, but their popularity during recent years has increased.

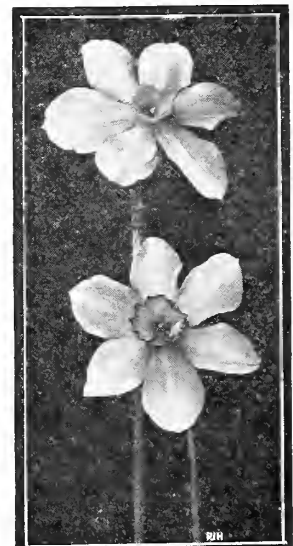
**Single Campernell Regulosus.** Fragrant single flowers.

**Double Campernell Regulosus.** Flowers very double and fragrant.

Price 75c per dozen, \$5.00 per hundred.



Sir Watkin



Poeticus Ornatus

## CHINESE SACRED LILY

This is the most popular bulb for growing in a dish or bowl of water. The bulbs should be placed on some coarse sand or pebbles in the bottom of a dish, and enough water should be added so that just the bottoms of the bulbs are covered. The dish should then be placed in a cool place and kept rather dark for two or three weeks. As soon as the tops and roots have become well started the dish can be kept in the ordinary living room temperature, where they will come into bloom, brightening the room with their cheerful color and fragrance.

Our bulbs are extra large and will produce several flower spikes to one bulb.

Price 25c each, \$2.50 per dozen.

## Crocus

The Improved Strains are noted for large flowers and bright colors. They are entirely hardy, and like a rich, dry soil and sunny location. They are suitable for planting in beds and borders, also for edging in ribbon lines of desired color; for planting in the grass in lawn or yard. Crocuses are also very highly valued for indoor flowers.

**How to Grow Crocuses:**—One inch is deep enough to plant. If planted deeper they may not bloom. It is best not to plant in even rows, and a good plan is to scatter them over the lawn and plant where they happen to fall. Just dig up a piece of sod and put two or three bulbs in each spot. For indoor growing they are fine, but do not expose them to heat or they will not flower. Plant six to eight bulbs in a 5-inch pot.

**Baron von Brunow.** Deep purple.  
**King of the Whites.** Pure white.  
**Sir Walter Scott.** White striped lavender blue.  
**Yellow Mammoth.** Extra large yellow.

Price 10c each, 75c per dozen, \$7.50 per hundred.

## TULIPS

We have made a careful study of varieties and classes of tulips that are best adapted to our California climate. We are sure that a planting of the varieties listed here will more than repay you for your efforts by producing a goodly supply of beautiful flowers. Reports from customers and our success in growing the various types of Darwin, Breeder and May flowering Tulips have been very gratifying indeed.

### Darwin Tulips

**Bleu Aimable.** Soft blush lilac. Large flower.  
**Clara Butt.** Soft salmon pink. Very fine.  
**Edmee.** Cherry rose, margined silvery pink.  
**Euterpe.** Rose lilac, incurving petals.  
**Faust.** Deep violet.  
**Feu Brilliant.** Bright scarlet.  
**Farncombe Sanders.** Rich rosy scarlet.  
**La Tulipe Noire.** The black tulip.  
**Mme. Krelage.** Rosy pink tinged lilac.  
**Pride of Haarlem.** Brilliant deep rosy red.  
**Psyche.** Soft rose, long stems.  
**Rev. Ewbank.** Heliotrope edged lavender.  
**White Queen.** White tinged pink.  
**Zulu.** Strikingly handsome, egg shaped blossoms. Purple black, distinct from all other varieties.

Price of above—10c each, \$1.00 per dozen, \$7.50 per 100.

**Mixed.** Splendid mixture.

Price 75c per dozen, \$5.00 per hundred.

### Six Prize Winning Novelties

**Flamingo.** Delicate flesh, tinted rose.  
**Princess Elizabeth.** Soft lilac flower with pure white base.  
**Prince of the Netherlands.** Fine rose scarlet.  
**Valentine.** Rich violet purple. Steel blue center. Very fine.  
**Whistler.** Crimson scarlet, blue base. Edged white. Exquisite.

**William Pitt.** Deep scarlet tinted purple, white center.

Price 15c each, \$1.50 per dozen, \$11.00 per hundred.



Chinese Sacred Lily

### Mayflowering Tulips

This class is very desirable for California, where the early Tulips do not grow tall enough to make them desirable for outdoor culture. For cut flowers nothing better can be found than these large Tulips with their long stems. They live for a long time in water and retain their color. These Mayflowering sorts are most valuable, because they carry "Tulip time" into the late spring.

**Bouton D'Or.** Pure golden yellow.  
**Gesneriana Aurantiaca.** Brilliant orange red.  
**Gesneriana Lutea.** Large pure yellow.  
**Gesneriana Spathulata.** Dazzling scarlet.  
**Inglescombe Pink.** Rose pink tinted salmon.  
**Mrs. Moon.** A very deep yellow.  
**Moonlight.** Clear pale yellow.  
**Royal White.** Pure white creamy center.  
**The Fawn.** Rosy fawn, shaded blush.

Price 10c each, \$1.00 per dozen, \$7.50 per hundred.

(Tulips continued on page 8)



## Breeder Tulips

This is a large flowering Tulip, especially prized for its rich colors which generally contain a trace of golden bronze, flowers about the same size as the Darwins. They may be planted in pots or bedded in the garden, and make a most valuable addition in either place.

- Bronze King. Reddish bronze.  
Price 15c each, \$1.50 dozen, \$10.00 per hundred.
- Bronze Queen. Buff tinted apricot.  
Price 10c each, \$1.00 per dozen, \$7.50 per hundred.
- Cardinal Manning. Rosy violet, flushed dull bronze.  
Price 15c each, \$1.50 dozen, \$10.00 per hundred.
- Copernicus. Dark coppery bronze, old rose. New.  
Price 15c each, \$1.50 dozen, \$10.00 per hundred.
- Don Pedro. Brown, shaded maroon. Inside mahogany.  
Price 15c each, \$1.50 dozen, \$11.00 per hundred.
- Fairy. Terra cotta tinged bronze.  
Price 15c each, \$1.50 dozen, \$11.00 per hundred.
- Godet Parfait. Deep purple violet.  
Price 20c each, \$2.00 dozen, \$15.00 per hundred.
- Golden Bronze. Old gold shading golden bronze.  
Price 10c each, \$1.00 per dozen, \$7.50 per hundred.
- Louis XIV. (New) A royal flower. Purple flushed golden bronze Globular flower.  
Price 50c each, \$5.00 per dozen.
- Medea. Crushed strawberry, heliotrope shadings.  
Price 10c each, \$1.00 per dozen, \$7.50 per hundred.
- Prince of Orange. Terra cotta, orange edge.  
Price 15c each, \$1.50 dozen, \$10.00 per hundred.
- MacMahon. Bronzy violet, bronze-yellow margin.  
Price 15c each, \$1.50 dozen, \$11.00 per hundred.
- St. James. Rosy gold, bronzed edge, large, very fine.  
Price 25c each, \$2.50 dozen, \$20.00 per hundred.
- Velvet King. Purple violet.  
Price 20c each, \$2.00 dozen, \$15.00 per hundred.
- Yellow Perfection. Bronzy yellow, shaded deep golden.  
Price 10c each, \$1.00 per dozen, \$7.50 per hundred.

## CANNAS

Few bulbous or tuberous plants give the same splendid results under all conditions as do the Cannas. They thrive in all parts of the country, North and South, East and West, in any sunny exposure, and in any good soil.

Care should be taken to get good strong roots and these should be planted three or four inches deep in soil that has been spaded deeply. A liberal mulching of manure is beneficial.

Dormant roots are supplied from December until April first. After April first plants delivered will be from four-inch pots. In either case you are assured of good strong stock at "Flowerland".

### "Flowerland" Collection of Cannas

This is a most interesting collection of Cannas, both rare and effective varieties.

**American Beauty.** (5 feet). A very rich and unusually attractive Canna. The velvety oriental carmine flowers are held on firm straight stems well above the foliage.

**City of Portland.** (3½ feet). This is the most beautiful of the pink Cannas. Its clear pink flowers are borne in well filled trusses well above the bright green foliage.

**Eureka.** (4 feet). Green leaved. A free bloomer and its great trusses of perfectly formed creamy-white flowers stand well above the dense green foliage on stiff upright stems.

**Fire Bird.** This is by all means the best red-flowered, green leaved Canna of the day. Flowers are borne in immense trusses on strong stalks well above the leaves. Flowers are of splendid form, round and shapely.

**Mrs. Alfred Conrad.** (4 feet). Green foliage. Flowers large size, clear salmon pink, and are borne in finely shaped flower heads.

**Rosea Gigantea.** (3 to 4 feet). A magnificent showy Canna of a rose to carmine pink shade. Flower heads are of immense size.

**San Diego.** A distinct shade of burnt orange. The individual flowers are of immense size and beautifully clean. An entirely new and different color.

**Yellow King Humbert.** A sport from that most popular of all Cannas, King Humbert, producing large flowers of most beautiful shades of yellow, lightly spotted red, with green foliage. Five and six clusters of flowers at a time.

Price 25c each, \$2.50 per dozen, \$18.00 per hundred

**SPECIAL OFFER—POSTAGE PREPAID**

One each of the eight varieties.....\$1.50

Three each of the eight varieties.....\$4.00

Six each of the eight varieties.....\$7.50

### Standard Varieties of Established Merit

**Alfred Mauther.** Immense bright crimson scarlet flowers.

**Austria** (4½ feet). Pure yellow, with faint scarlet dots on inner petals.

**Gladiator.** (4½ feet). A deep yellow, freely dotted with red. Splendid for bedding.

**Hungaria.** Large pure pink flowers. Plant has a splendid habit of growth and carries a rich dark green foliage. Height 3½ to 4 feet.

**King Humbert.** Flowers are an intense scarlet, while the foliage is of the deepest bronze. A choice Canna in every way. 4 to 4½ feet.

**Ludwig Kopf.** Bronze foliage. Flowers beautiful orange shading, apricot color.

**Mrs. George Strohlein.** A fine deep crimson.

**Olympe.** A rich carmine rose, shading lighter toward the center.

**R. Wallace.** A light canary yellow. Grows about three feet high and is very compact.

**Stuttgartia.** Orange scarlet, edged golden yellow, dotted with light scarlet.

**The President.** (5 feet). This great red canna possesses every desirable quality. Free bloomer.

**Wintzer's Colossal.** A strikingly vivid scarlet that holds its color well; very large flowers.

Price any above Cannas: 20c each, \$2.00 per dozen.

### PLANTING NOTE

Cannas are very hardy and thrive in most any location, but require a good deep soil. The ideal position is in full sun in the open with a good circulation of air. During the summer months cannas require considerable moisture to be at their best and in winter when dormant, should be cut and mulched with a good dressing of manure.

## LILIES OF JAPAN

(HARDY JAPANESE LILIES)

The tall stately lilies with their masses of blossoms have a charm that is not surpassed by any other flower. They are becoming more popular each year, and all herbaceous gardens should have a few lilies scattered through them.

Plant them where they will be partially shaded and where other plants will grow up around them. In this manner the soil is kept cool and moist, which is so necessary for their welfare.

**Lilium Auratum (Gold Banded Lily).** Its large, graceful flowers are made up of six petals of ivory-white spotted with yellow and crimson, with a band of golden-yellow in the center of each. Borne on stems four feet tall, bloom during July and August.

**Lilium Speciosum Rubrum.** A favorite garden variety, also good as a cut flower. Flowers are a rosy-white which is only broken by rich crimson spots. Stems three to four feet high, bear these attractive blossoms in clusters. Flowers keep for a week after cutting.

**Lilium Tigrinum Splendens (Improved Tiger Lily).** This is one of the most easily grown of bulbous flowers. And each succeeding year after planting them, you may expect to reap a harvest of bright orange-red blossoms. These are regularly spotted with black. Very showy in the garden and wonderful for decoration.

**The Regal Lily (Lilium Myriophyllum).** This is a new lily lately introduced from Western China, and is undoubtedly one of the most beautiful Garden Lillies ever cultivated. It grows three to five feet high, and blooms well in soils of the ordinary garden and produces each succeeding spring a wonderful display of bloom. The throat of the flower is a lovely shade of golden-yellow merging through the upper half of pure white. The reverse of the petals is a distinct shade of chocolate-red. There are often a dozen to twenty blossoms on one spike or stem. Flowers may be cut when the first flowers of the lower part of the spikes begin to open, and then placed in water where all of the buds will open perfectly. The flowers are intensely fragrant—very much like the Jasmine.

**Lilium Harrisii. (Bermuda Easter Lily).** Flowers are pure snowy white and very fragrant, and are borne in beautiful clusters on strong, upright stems. Grows well in the garden.

**Lilium Candidum. (The Madonna Lily).** Some call this the Annunciation Lily, which is a very appropriate name for it. It is one of the oldest and most lovely of the lily family. The flowers of which there are three to twenty on a single stem, are snowy white with deep yellow stamens, and are delightfully fragrant.

**Lilium Henryi.** A rare and very beautiful lily from China. The flower stalks, three to five feet high, carry five to twenty large flowers, the petals of which curve outward, and are a rich apricot spotted brown.

**Lilium Humboldtii.** The beautiful native California tiger-lily, growing four to five feet high, with a very stout stem bearing many large orange red flowers, spotted with small maroon dots.

**Lilium Giganteum.** Easter lily. Pure white lily often grown in pots for Easter blooming. Beautiful also in the garden.

Price—Any of the above Lilies, 35c each, \$3.50 per dozen

Bulbs ready November 15



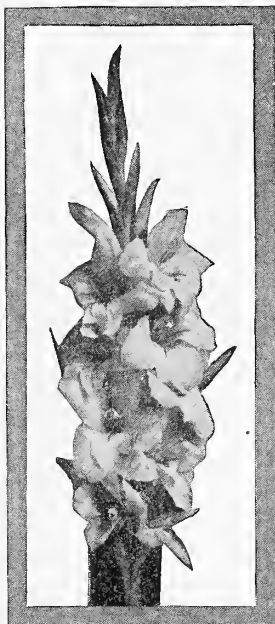
**NOTE:** If you have not grown Japanese Lilies, you cannot really appreciate their beauty in the garden. Just make a trial planting, selecting a few of each variety, and plant in a semi-shaded location where other plants will grow around them (in the fern bed is good, if not too crowded). The soil should be fairly light, leafmould is good. Cover three or four inches and supply an even amount of moisture. We feel sure you will be well repaid for the effort.

**Note:** In ordering bulbs, to be shipped via Parcel Post, please enclose additional for postage at the following rate, unless listed prepaid:  
 10c per dozen bulbs; 20c for 50 bulbs, and 30c for 100 bulbs.



## GLADIOLI

### The Universal Flower



Gladioli are fast becoming popular everywhere. They are among our most attractive and useful summer flowering bulbs, producing large spikes of perfect blooms in many fascinating colors.

Few flowers are so easily grown as Gladioli. They are easily grown and thrive in ordinary good garden soil where plenty of sunshine and moisture are provided. Prepare a bed of loose loam, by spading ten to twelve inches deep, plant the bulbs four inches deep and mulch with well rotted manure. The soil should be kept moist continually but care must be taken not to over-water. It is also well to stake with light garden stakes, as the flower spikes are quite heavy.

Bulbs should be planted at regular intervals, beginning November 15th, when the first bulbs are ready, and continuing until March 1st. By planting this way you will be supplied with flowers continually.

### General Collection of Gladioli

The following varieties are all worthy of a place in your garden, each one being selected for its strong, vigorous habit of growth and free-flowering qualities. They will grow with the minimum amount of care and under the average garden conditions:

**America.** One of the finest varieties for either bedding or cutting. Color is a beautiful soft flesh-pink.

Price 10c each, 75c dozen, \$5.00 per 100

**Gretchen Zang.** Large sparkling blooms of a beautiful shade of soft pink blending into scarlet on the lower petals.

Price 10c each, 75c dozen, \$5.00 per 100

**Halley.** A magnificent salmon-pink. Bears large open flowers.

Price 10c each, 75c dozen, \$5.00 per 100

**Le Marechal Foch.** A large early variety. Blooms about the same time as Halley. Color is deep rose-pink.

Price 10c each, 75c dozen, \$5.00 per 100

**Mrs. Francis King.** One of the most effective scarlet varieties.

Price 10c each, 75c dozen, \$5.00 per 100

**Mrs. Frank Pendleton.** Conceded by experts to be one of the finest varieties yet introduced. The flowers are large size, borne on strong straight stems. The color is a lovely light salmon-pink with deep red blotches in the center. THE ORCHID GLADIOLUS.

Price 10c each, \$1.00 dozen, \$7.50 per 100

**Mrs. Dr. Norton.** Immense flowers; creamy-white overlaid with soft pink, ends of petals show a charming picotee of deeper pink, while the center is delicately tinted yellow.

Price 10c each, \$1.00 dozen, \$6.00 per 100

**Myrtle.** Many growers think this the most beautiful pink yet introduced. Blooms very early and is a delicate rose-pink.

Price 15c each, \$1.50 dozen, \$10.00 per 100

**Panama.** A favorite. Color is a rich, rose-pink.

Price 10c each, 75c dozen, \$5.00 per 100

**Prince of Wales.** The flowers are large and well placed and the color is a most charming coral-pink. The delicate tint, practically covers the entire flower, which is without throat markings.

Price 10c each, \$1.00 dozen, \$7.50 per 100

**Purity.** This variety has the same size and form as America, but the petals have more substance. Pure white except for a pale pink stripe in center of lower petals.

Price 10c each, 75c dozen, \$6.00 per 100

**Schwaben.** A most meritorious variety bearing strong, erect spikes and large, well expanded flowers of a clear canary-yellow with a small blotch of deep garnet in the throat.

Price 10c each, 75c dozen, \$6.00 per 100

#### SPECIAL OFFER

Four each of the twelve varieties listed, forty-eight bulbs in all for \$3.00, postage paid.

## A Collection of Twelve Superb Gladioli

This collection is made up of varieties noted for their strong growth, free blooming qualities, purity and loveliness of color, and because of their adaptability to our climatic conditions. They are offered at unusually reasonable prices, considering their high grade and the fact that all bulbs are strictly number one quality:

**Alice Tiplady** (A new *Primulinus* Hybrid). A truly beautiful variety and an entirely new and distinct color. The strong, slender flower spikes are very graceful and are well filled with prettily shaped blossoms of a rich orange-saffron. A basket of these well arranged is a wonderful sight.

Price 15c each, \$1.50 dozen, \$10.00 per 100

**Byron L. Smith**. Equal to an orchid in beauty. The well formed blossoms are borne on good flower spikes and are a most pleasing shade of lavender-pink. One of the best.

Price 20c each, \$2.00 dozen, \$12.00 per 100

**Crimson Glow**. Deep scarlet-red, lighter in throat. Extra large flowers on long straight spike. One of the best scarlets in existence.

Price 15c each, \$1.50 dozen, \$10.00 per 100

**Dorothy Wheeler**. Shrimp pink, overlaid and suffused peach red. Flowers are large and are borne on a good spike. A splendid new variety.

Price 20c each, \$2.00 dozen, \$12.00 per 100

**Early Sunrise**. This is a particularly good variety, blooms early, is of a good substance and the color is of the brightest salmon.

Price 15c each, \$1.50 dozen, \$10.00 per 100

**E. J. Shaylor**. Tall growing variety. The flower spikes are strong and unusually tall while the well rounded blossoms completely cover the spikes well to the tip. The color is a deep rose-pink.

Price 15c each, \$1.50 dozen, \$10.00 per 100

**Evelyn Kirtland**. Dark rosy pink at edges shading to shell pink at center with brilliant scarlet blotches on lower petals. An unusually beautiful variety.

Price 15c each, \$1.50 dozen, \$10.00 per 100

**Golden Measure**. The best true yellow Gladiolus. A real clear, pure yellow overlaid with a golden sheen. A real beauty.

Price 20c each, \$2.00 per dozen, \$15.00 per 100

**Liebesfeuer**. A very attractive large flowering Gladioli in a fine shade of bright coral scarlet. The spike is well formed and the flowers large, making it an excellent variety for cutting.

Price 15c each, \$1.50 dozen, \$10.00 per 100

**Rose Ash**. The color of this variety, as the name indicates, is ashes of roses, lower petals shaded with light yellow. A beautiful gladiolus with long spikes of large flowers.

Price 15c each, \$1.50 dozen, \$10.00 per 100

**Virginia**. (The Queen of All Red Gladioli). This is by all odds the most attractive and valuable of the bright colored varieties. Individual flowers are large, full and perfect; the flower spikes are well developed, blooming well to the terminal, producing a magnificent dark ruby-red flower.

Price 15c each, \$1.50 dozen, \$10.00 per 100

**1910 Rose**. Very large flower. Pure rose pink of extra fine shade. Narrow white central line on lower petals.

Price 15c each, \$1.50 dozen, \$10.00 per 100

### Collection of Twelve Superb Gladioli

1 each of the 12 varieties—	12 bulbs.....	\$1.75
3 each of the 12 varieties—	36 bulbs.....	\$5.00
6 each of the 12 varieties—	72 bulbs.....	\$9.50
12 each of the 12 varieties—	144 bulbs.....	\$18.00

## Special "Flowerland" Collection of Five New Gladioli

This set is made up of the very best of the newer Gladioli, each one being selected for its distinctive, clear color, and whether wanted for show in the garden or for cutting, will prove unusually satisfactory. These varieties hold the premier place in their respective colors and should be planted wherever summer flowers are wanted.

**Los Angeles**. Beautiful new color in Gladioli, coral pink with salmon tints, shading to lighter pink near throat. Lower petals striped scarlet in center. Similar in color to the Los Angeles Rose.

Price 60c each, \$6.00 per dozen, \$48.00 per 100

**Rev. Ewbank**. This is without a doubt one of the best blue Gladioli on the market. The flowers are of large open habit, well arranged on long graceful stems. The color is a clear porcelain blue with the lower petals striped Burgundy on a creamy background.

Price 35c each, \$3.50 dozen, \$25.00 per hundred

**Jack London**. A perfect Gladiolus in every way, with long spikes of large flowers of a light salmon with vermilion stripes. The throat is canary yellow striped with ruby.

Price 35c each, \$3.50 dozen, \$25.00 per hundred

**Mrs. H. E. Bothin**. Light rose-pink with flame-scarlet center. A heavily ruffled flower creating a sensation wherever grown. One of the loveliest combinations in Gladioli.

Price 35c each, \$3.50 dozen, \$25.00 per hundred

**Thomas T. Kent**. Shell pink overlaid with strawberry. Crimson streak on each petal. Very vigorous in growth and one of the largest varieties, with very tall spikes.

Price 25c each, \$2.50 per dozen, \$18.00 per 100

## WHERE TO PLANT FLOWERS

Mr. L. H. Bailey of Cornell says: "In front of bushes, in the corner of the steps, against the foundation of the residence or the outhouse, along a fence or a walk—these are the places for flowers."

The flower garden should be at one side of the residence or in the rear. The size of the garden and the things to be grown in it must be determined by the desire of the person and the amount of time and space at disposal. Prepare the land thoroughly, fertilize, resolve to take care of it, choose the varieties of plants you like, and then go ahead.

## IRIS GERMANICA

(FLAG LILIES—FLEUR-DE-LIS)

The Irises are sun lovers and delight in a well drained situation. They require little or no cultivation other than to keep the weeds out. Plant so that the soil just covers the rhizome and firm down well. A light mulch of well rotted manure is beneficial.

Generally speaking, the fall of the year is the best time to plant Irises, September and October being the ideal months for the planting of root divisions. Established potted plants may be planted almost any time.

The following varieties are deliciously fragrant, large, beautifully marked blossoms, having mottled "Standards" and delicately veined "Falls". Any one of the collection is a rival of the orchid.

**Albert Victor.** Standards soft blue; falls beautiful soft lavender.

Price 20c each, \$2.00 per dozen

**Alcazar.** A truly magnificent Iris. Stems of great length. Blossoms of enormous size. Color a wonderful combination of violet, purple, and blue.

Price 35c each, \$3.50 per dozen

**Amas.** Handsome giant flowered form from Asia Minor. Standards rich blue. Falls violet.

Price 25c each, \$2.50 per dozen

**Archeveque.** A new Iris, the coloring of which is as unique as it is beautiful. Standards are a rich reddish purple. Falls dark velvety purple.

Price 35c each, \$3.50 per dozen

**Arnols.** Falls rich velvety purple. Standards rosy bronze. Grows 30 inches high.

Price 25c each, \$2.50 per dozen

**Cherubim.** This new Iris has standards of a distinct shade of lavender. Falls lavender veined with white.

Price 50c each, \$5.00 per dozen.

**Crimson King.** Everblooming variety. Deep, rich claret purple. Plant a border of these—they are almost constantly in bloom.

Price 15c each, \$1.50 per dozen

**Caprice.** Standards rosy red. Falls a deeper shade with violet purple shadings.

Price 25c each, \$2.50 per dozen

**Caterina.** This is a most satisfactory and truly beautiful variety. Very tall, sturdy flower spikes, on which are surmounted large beautiful flowers. Standard clear lavender-blue. Falls soft light blue; very fragrant.

Price 50c each, \$5.00 per dozen

**El Dorado.** A tall growing large flowering type, and a new color in hybrid Irises. The ground or back-ground color is brownish yellow, overlaid with blue.

Price 35c each, \$3.50 per dozen

**Fairy.** White, delicately bordered and suffused soft blue; very good.

Price 15c each, \$1.50 per dozen

**Florentina.** Creamy white, faintly tinged lavender.

Price 15c each, \$1.50 per dozen

**Golden Fleece.** Light yellow; strikingly attractive flowers growing about 18 to 20 inches high.

Price 25c each, \$2.50 per dozen

**Her Majesty.** Standards are a lovely rose-pink. Falls bright crimson tinged with darker shadings. The blending of tints and coloring in this flower are rare indeed for an Iris.

Price 35c each, \$3.50 per dozen

**Isoline.** Standards lilac-pink shot with bronze. Falls purplish old rose with golden throat and yellow beard. One of the most beautiful of the family. Height three feet.

Price 35c each, \$3.50 per dozen

**Jeanne D'Arc.** The ground color of this remarkable Iris is pure white, both in falls and standards; petals are lightly pencilled light blue. A free bloomer and equal to an orchid in beauty.

Price 35c each, \$3.50 per dozen

**Lohengrin.** Blossoms of immense size. The color deep rich mauve.

Price 35c each, \$3.50 per dozen

**Loute.** Height medium. Flowers borne on sturdy stems; very large as to size. Standards pale lilac, falls deep blue.

Price 35c each, \$3.50 per dozen

**Lovely.** Ultramarine-blue bordered cream; very distinct variety.

Price 20c each, \$2.00 per dozen

**Madame Chereau.** White with beautifully frilled wide border of clear blue.

Price 15c each, \$1.50 per dozen

**Mrs. Reuthe.** Standards white, shaded and veined blue.

Price 15c each, \$1.50 per dozen

**Mesopotamica.** A wonderful and comparatively new variety. Standards clear lavender. Falls violet purple.

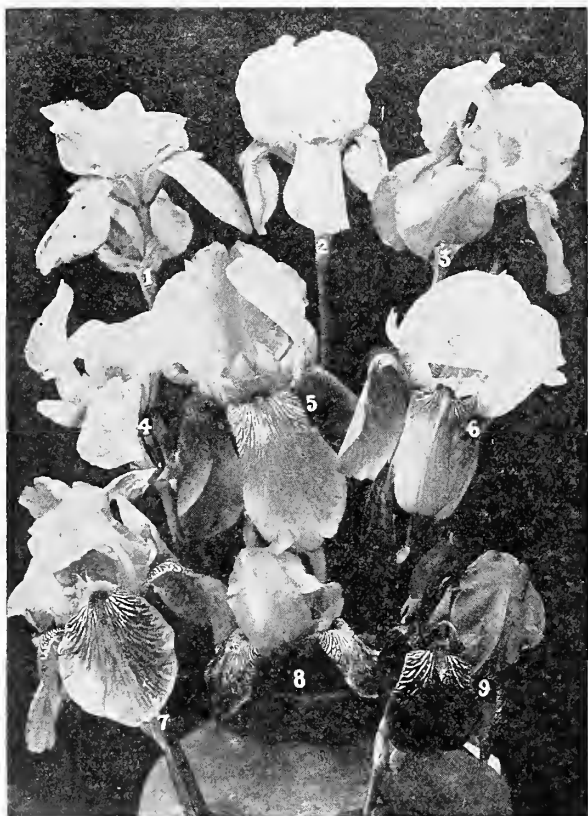
Price 50c each, \$5.00 per dozen

**Monsignor.** A tall growing variety bearing immense blossoms in profusion. Standards are a bluish lavender while the falls are violet with white pencilings at the throat. Blooms for a long time.

Price 25c each, \$2.50 per dozen

**Nuee D'Orange.** A strikingly beautiful variety. Standards are a peculiar shade of grayish lavender. Falls bronze and purple. Blossoms of extra size. Very fine.

Price 35c each, \$3.50 per dozen



- |                  |                 |                    |
|------------------|-----------------|--------------------|
| 1. Cherubin      | 4. Jeanne d'Arc | 7. Monsignor       |
| 2. Golden Fleece | 5. Alcazar      | 8. Archeveque      |
| 3. Caprice       | 6. Isoline      | 9. Prosper Laugier |



**Oriflamme.** Standards clear light blue. Falls rich lavender purple. Very fine large flowers.  
 Price 25c each, \$2.50 per dozen

**Pallida Dalmatica.** Princess Beatrice. Queen among Irises; grand and stately. Standards lavender, falls clear deep lavender. Flowers large and extra fine.  
 Price 35c each, \$3.50 per dozen

**Parisiana.** A distinct advance, by way of color, in these new Irises. The standards are mottled lavender-pink. Falls creamy white, with a suffusion of Pink. A scarce and high priced sort.  
 Price 50c each, \$5.00 per dozen

**Plumeri.** Standards coppery rose. Falls velvety claret; tall growing.  
 Price 20c each, \$2.00 per dozen

**Princess Victoria Louise.** Falls deep purplish-rose; standards yellow; grows 30 inches high; especially attractive in the garden.  
 Price 50c each, \$5.00 per dozen

**Prosper Laugier.** An iris that is different. The flowers of this variety are unique and different from those of any other variety. The standards are a light bronzy red, while the falls are a rich velvety maroon with orange beard, which enlivens the color.  
 Price 35c each, \$3.50 per dozen

**Tamerlane.** This variety bears flowers of phenomenal size. Well poised on thick heavy stems. Standards bright blue. Falls deep purple.  
 Price 35c each, \$3.50 per dozen

**Walhalla.** Standards lavender-blue; falls violet-purple, lighter toward the edge. Grows 2 feet high.  
 Price 25c each, \$2.50 per dozen

**Zephyr.** Color lavender-blue, blossoms of medium size only. What they lack in size, however, is more than made up for by their profusion of bloom.  
 Price 35c each, \$3.50 per dozen

## Iris Stylosa

These are, perhaps, the most useful of the Iris family for general garden use. They thrive in any location and do particularly well around pools, where their long, grassy ever-green foliage is extremely attractive. Blooming as they do for so long a time in the fall and winter months, makes them doubly valuable.

**Iris Stylosa Blue.** Lilac-blue, violet scented; very fine.

**Iris Stylosa Alba.** Identical with the preceding, except in color, which is pure white.  
 Price 20c each, \$2.00 per dozen

## Iris of Japan

(JAPANESE IRIS—IRIS KAEMPFERI)

A marvelously beautiful class of Irises.

The color combinations are unsurpassed even by the Orchid, and it would be difficult to describe them except to say that all shades of purple, lavender, mauve, pink, yellow and white are included. Flowers are very large, often eight to ten inches in diameter, and are borne on stems reaching two to three feet above the ground.

Our collection is made up of some splendid varieties which have been tested and found to be very satisfactory for our climate.

Mixed Colors only—Price 35c each, \$3.50 per dozen



### SHRUBBERY

Shrubbery forms the foundation planting of every well planned garden. At "FLOWERLAND" you will find a large collection of shrubs, tall, short, or spreading, shrubs for sun or shade, shrubs with splendid foliage and shrubs with flowers as well. All sizes from those in one gallon containers to large specimens in boxes.

### FLOWERLAND

Is completely stocked with annual and perennial flowering plants; shrubs, trees, and in fact every garden requisite.

We extend to our customers the service of skilled, experienced plantmen to facilitate the effective planting and care of our plants.

**Note:** In ordering bulbs, to be shipped via Parcel Post, please enclose additional for postage at the following rate, unless listed prepaid:

10c per dozen bulbs; 20c for 50 bulbs, and 30c for 100 bulbs.



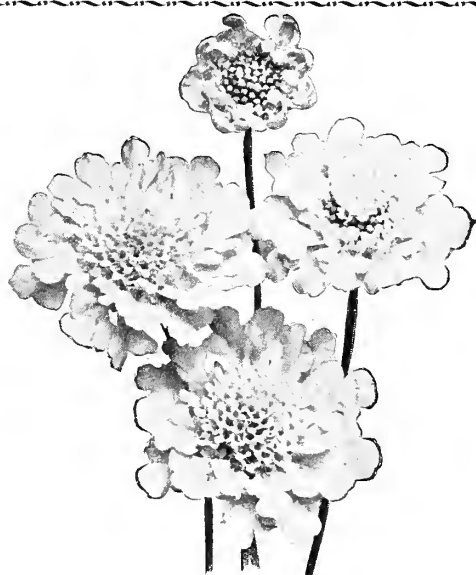
## FLOWERING PERENNIALS

### For Fall and Winter Planting

Perennial flowering plants are one of our specialties, and we carry a complete assortment of these indispensable subjects.

In the well planned garden much thought and consideration is given to the perennial flower beds and borders. This is the permanent, or near permanent, color feature of the garden. With the plants offered in this section, the most beautiful and interesting gardens may be had,—gardens that increase in interest and beauty year after year, and change their aspect with every change of season.

Many of the perennials will bloom in Winter if planted early in the fall, and most of them will be blooming freely in early spring, continuing throughout the following summer.



Scabiosa Columbaria

### SCABIOSA

(BLUE BONNET)

**Columbaria.** A new Scabiosa from South Africa resembling Caucasica, but is an exquisitely delicate mauve. Flowers are very graceful and the foliage is feathery, and decorative. Stems are long and graceful, making one of the most beautiful cut flowers in our entire list. A free bloomer and a valuable addition to our list of perennials.

Price—Fine plants in 2 $\frac{1}{4}$ -inch pots, 15c each  
 \$1.50 per dozen, \$10.00 per hundred

## Campanula

(CANTERBURY BELLS)

Indispensable, hardy garden flowers, of much variety of form, some being of tall and imposing habit, while others are dwarf compact little plants, suitable for edging, rockwork, etc. They like a good rich soil, and last much longer in bloom if planted in a half shady place. All of the taller growing kinds should be staked to prevent injury from high winds. If planted in fall will bloom in spring. In blue, rose and white.

Price 15c each, \$1.50 per dozen

## Doronicum

(LEOPARD'S BANE)

**EXCELSUM.** Large bright yellow flowers and one of the most effective very early spring flowering perennials. There are many who have only seen this as a single plant, here or there in a hardy border, and have no idea of the effect it has when planted in a mass. It is also a splendid flower for cutting, as it carries well and stands a long time in water, opening out morning after morning. They succeed everywhere.

Price 35c each, \$3.50 per dozen

## Delphinium

One of the most popular of our perennials. Especially prized for the wonderful shades of blue displayed in its color tones. Plant in full sun in well drained soil. Grows from three to five feet high. Do not allow seedpods to form and they will flower again later in the season.

**Belladonna.** (Light Blue). 3 to 4 feet. Flowers exquisite shade of turquoise blue.

**Bellamosum.** This is a dark form of the Belladonna, with which it is identical in habit, and growth, and freedom of bloom. It has intensively rich deep blue flowers.

**English Hybrids.** This strain of Delphiniums contains a wide selection of all the best shades of blue, ranging from the palest sky blue to indigo, sapphire, dark blue and purple. For producing a fine mass of blue Delphiniums are unequalled, and the fact that with the return of each season there is an increased quality of bloom and added wealth of color has made them popular in gardens everywhere.

Price 35c per clump, \$3.50 per dozen clumps

## Begonias

(EVER BLOOMING BEDDING BEGONIAS)

The bedding and border begonias are of the greatest value in the garden, and while they grow the year around in California, they are so inexpensive that they can be treated as an annual if so desired. The flowers, although small, are of brilliant colors, and borne in profusion continually. As a border to the shady flower bed or fern bed, they have no equal.

**Gracilis luminosa.** Bright scarlet flowers.

**Gracilis prima donna.** Strong grower—1 ft. to 18 inches high, bushy and dense foliage; flowers are brilliant clear pink, shading to rose.

**Semperflorens.** Vernon. Bright orange carmine flowers, deep red foliage.

Price in 2 1/4 inch pots—\$1.50 per dozen

\$10.00 per hundred

## Heliotrope

Make splendid bedding plants and can be used in many parts of the garden. These flowers often measure six to ten inches in diameter, and their delightful perfume make them most desirable in the garden.

**Queen Margaret.** The finest rich deep purple compact growing variety.

Price, large plants in 4-inch pots, 25c each  
\$2.50 per dozen



Doronicum Excelsum

## Primula

The hardy primroses are among the most useful winter and spring flowers in California. They thrive best in shaded locations where considerable leafmold or peat has been added to the soil.

**Primula Malacoides.** Baby Primrose. These dainty little flowers are almost a necessary requisite to the late winter and early spring flower garden. Their graceful little clusters of light lavender-pink flowers are borne in great quantities on strong wiry little stems.

Price 15c each, \$1.50 per dozen, \$10.00 per hundred

**Primula Obconica.** This strain blooms constantly and its lavender, purple, and rose-colored flowers always add beauty to the shady flower bed.

Price—Large blooming plants 4-inch pots, 35c each  
\$3.50 per dozen

The wise gardener plans and plants during the autumn months and reaps a harvest of flowers in the winter and spring-time. Be sure and plant perennials this fall for next spring and summer flowers.

## Fall and Winter Flowering Annuals

Our stock of Annual Bedding Plants cannot be excelled anywhere, and we feel confident that our selection of varieties is the best obtainable. Our seed beds, potting sheds, and lath houses are strictly modern and our plants are well grown, thrifty, and free from injurious pests. A visit to our lath houses will convince the most exacting of the superior quality of our bedding plants.

Our plants are all pot grown. We do not handle bedding plants in flats. We find the pot method absolutely practical and while a trifle more expensive at first, in the long run it is the most economical. Each plant is given sufficient root room in the individual pot and is given just the required amount of nourishment and moisture to develop it. When transplanted to the garden, the plants may easily be removed from the pot by carefully placing the fore fingers on the soil and inverting the pot and tapping lightly on any solid surface. This method insures an undisturbed root system, and each little plant transplanted in this manner, when properly cared for thereafter, is sure to grow.

When this stock is delivered by us, each plant is removed from the pot and wrapped in paper. Plants should be planted immediately, and if planting is delayed they should be placed in the shade and watered.

Most of the following are ready for delivery September 15th, and we have new stock coming on for several consecutive months thereafter.



### Medium or Semi-Tall Sorts—18 to 24 inches high.

**Amber Queen.** Canary yellow overlaid with chamois pink.  
**Aurora.** Bright scarlet, yellow lip.  
**Cottage Maid.** Light pink with white throat.  
**Crimson King.** Rich scarlet crimson.  
**Daphne.** Soft blush pink.  
**Defiance.** A combination of buff orange and russet red.  
**Mauve Beauty.** A lovely shade of rosy mauve.  
**Prima Donna.** Terra cotta pink, white throat.  
**Queen of the North.** Pure white.  
**Rose Dore.** Soft salmon rose.  
**Silver Pink.** Best type of clear silvery pink.  
**The Fawn.** Terra cotta pink and pale yellow.  
**Mixed.** A mixture of all medium tall sorts.

Price 75c per dozen, \$5.00 per hundred

### Tom Thumb Varieties—Grow 8 to 10 inches high.

These miniature snapdragons are unusually fine for edging as well as very low bedding, or carpet bedding purposes.

**Crescia.** A rich, deep scarlet.  
**Orange Yellow.** A blending of orange with yellow.  
**Roseum.** Splendid pink.  
**Snow Queen.** Pure white.

Price 75c per dozen, \$5.00 per hundred

## Bellis Perennis

(ENGLISH DAISY)

Really a perennial but treated as an annual as it grows quickly and easily. Splendid for borders and edgings for walks and flower beds. Also valuable for low flower beds. Continuously in flower from early spring until late summer. Pink, white, and mixed. Plants ready November 15th.

Price 50c per dozen, \$3.50 per hundred

## Antirrhinums

(SNAPDRAGONS)

Snapdragons are becoming one of the most popular winter bedding plants, and are used for almost every purpose where flowers are used in decorating—even to wedding bouquets. Their brightly colored, curiously formed little blossoms are borne in well developed spikes which are completely filled with flowers.

Tall Growing—Giant Flowered Varieties, 24 to 36 inches high.

**Diamond.** Carmine scarlet, lilac tube.  
**Fairy Queen.** Terra Cotta pink.  
**Golden Queen.** A rich clear yellow.  
**Indian Summer.** Velvety copper.  
**Maralda.** An unusual shade of copper carmine.  
**Purple King.** Rich velvety purple.  
**Ruby.** Velvety ruby red.  
**Wallflower.** Brownish orange and copper red.  
**Mixed.** A mixture of all tall growing colors.

## Calendula

(POT MARIGOLDS)

This is one of the most universal garden flowers and is the Marigold of Shakespeare's time. The old type of flowers have been materially improved and the flowers are larger and more double. They are extremely free-flowering and will thrive in any well drained garden soil. The varieties offered here are the choicest.

**Orange King.** A pure orange yellow.  
**Lemon Queen.** Soft lemon yellow.

**The Ball.** This is a new and much improved Calendula or Pot Marigold, and is now being grown extensively as a cut flower, and also as a pot plant. It is an improvement over the Orange King, being at all times very double of unusually large proportions. A favorite wherever grown.

Price 75c per dozen, \$5.00 per hundred

Two inch pots ready October 1st

## **Centaurea Cyanus** (CORNFLOWER)

Also called Bachelor Buttons. These flowers are so well known that a description is hardly necessary. They are favorites among many garden lovers for bedding and keep exceptionally well as cut flowers. Color is a clear dark blue. Ready September 1st.

Two inch pot plants—Price 75c per dozen  
\$5.00 per hundred

## **Centaurea Imperialis** (ROYAL SWEET SULTANS)

Very fine for cut flower purposes. The beautiful sweet scented flowers are borne on long stems and will keep in good condition for several days after cutting. Colors are rose, lavender, and yellow. Ready in the early fall. Two-inch pot plants.

Price 75c per dozen, \$5.00 per hundred

## **Cineraria**

Cinerarias are extremely showy decorative plants and should be included in every order for bedding plants. Especially are they suited to shady and partially shaded locations. The brightly colored flowers are borne in large flower heads similar to the Hydrangea. The colors range from white, light pink, rose, old rose, lavender, blue, into deep purple. Plant in November for spring color display.

Price \$2.00 per dozen, \$15.00 per hundred

## **Clarkia**

Clarkias are extremely easy to grow and while they have not been grown as extensively as many other annuals, they are becoming more popular each season. We believe that as soon as gardeners are familiar with them they will be in great demand. For table decorations, basket work, and vases, few flowers are so dainty.

Plants grow two to three feet high and are covered with slender sprays of delicately tinted blossoms, pink, rose, salmon and mauve predominate. Ready November 15th.

Price 75c per dozen, \$5.00 per hundred

## **Dimorphotheca** (AFRICAN GOLDEN DAISY)

Aurantiaca. Rare and very showy annual from South Africa, having daisy-like flowers of a glossy salmon-orange shade with black central ring.

Aurantiaca Hybrids. They vary in color from the purest white to red and blush, white tints, sulphur, lemon and bright golden yellow, light orange, reddish-yellow changing to pale salmon rose.

Price 75c per dozen, \$5.00 per hundred

## **Godetia**

This attractive annual deserves more extensive cultivation. The plants grow easily and bloom profusely, bearing showy flowers of a satiny texture in many rich and varied colors. These resemble to some extent a miniature tulip in formation. Colors are white, blood red, fiery rose, bright carmine, and variegated. Ready November 15th.

Price 75c per dozen, \$5.00 per hundred

## **Helichrysum**

(STRAW FLOWERS OR EVERLASTING FLOWERS)

The Helichrysum is without doubt the most useful and showy of the Everlastings. Their exceedingly effective double flowers in rich colors make them fine for display purposes in beds or borders as well as for decorative purposes when cut. Plants ready for planting in December or January.

Price 75c per dozen, \$5.00 per hundred

## **Larkspur**

We know of no other plant that we feel so free to recommend as the larkspur. They make handsome beds, or borders, and their free, graceful habit and bright colors are very effective when interspersed in the old fashioned flower or shrubbery border. The excellent keeping qualities when cut and the ease with which they may be arranged for decorative purposes make them doubly valuable as cut flowers. Easily grown. We list an excellent strain that is the result of long years of careful selection.

Double Stock Flowered. Dark blue, lilac, Newport pink, shell pink, light blue, white and mixed.

Exquisite. (New). Clear rose-pink.

Price 75c per dozen, \$5.00 per hundred

## **Pansies**

Our strain of Pansies has been carefully selected for their large, well colored flowers and their growing qualities, and will be found to be THRIFTY SUPERIOR PLANTS. Plants ready November 1st.

Price 50c per dozen, \$3.50 per hundred

## **Phlox Drummondii** (ANNUAL PHLOX)

Phlox Drummondii are of the easiest culture. This fact, together with the profusion and long season of their bloom, makes them an important and popular annual. Plant early. Plants will be ready October 1st. Two-inch pots.

Price 75c per dozen, \$5.00 per hundred

## **Scabiosa**

(PINCUSHION FLOWER)

Found in all old-fashioned gardens. Beautiful cushion shaped flowers of all colors, on long straight stems which, when cut, will keep for several days. Makes effective borders or beddings. Free blooming annual.

Azure Fairy. Lavender-blue.

Crimson. Rich rosy crimson.

Flesh Pink. Delicate shade.

Rose. Soft rose.

White. Pure white.

Mixed. All colors.

Price 75c per dozen, \$5.00 per hundred

## **Schizanthus**

A very pretty annual for bedding, cut flowers, or growing in pots. Flowers resemble miniature orchids and come in various shades of pink, rose, orchid, and white. Plant in full sun or partial shade.

Price 75c per dozen, \$5.00 per hundred

## **Stocks**

(GILLIFLOWERS)

The Stocks are among our foremost winter blooming plants. Their wide range of colors and their delightful perfume, together with the fact that they are among the most easily grown fall and winter annuals makes them very satisfactory bedding plants indeed. Plants ready September 20th.

These old-fashioned favorites with their bright colorings and spicy odor should be in every garden.

Abundance. Large carmine-rose.

Almond Blossom. White-shaded carmine.

Beauty of Nice. Delicate shade of flesh pink.

Canary Yellow. Clear canary yellow.

Crimson King. Brilliant fiery crimson.

Cote D'Azure. Light blue.

Mont Blanc. Large pure white.

Parma Violet. Beautiful violet.

Queen Alexandra. Rosy lilac.

Rose of Nice. Lovely old rose.

Summer Night. Rich deep blue.

Price 75c per dozen, \$5.00 per hundred



## NEW AND RARE VARIETIES OF FLOWER SEEDS FOR FALL

### Antirrhinum (SNAPDRAGON)

**ANTIRRHINUM MAXIMUM.** This is the most wonderful group of Snapdragons yet introduced. They are tall, growing 24 to 36 inches high, and the flowers are of a magnificent size, closely placed on a very long stem. Two beautiful novelties:

Old Gold. A rich shade of gold.  
 The Rose. Glowing begonia-rose.

Price of each above 25c per packet.

Five select varieties:

Diamond. Carmine-scarlet with lilac tube.  
 Fairy Queen. Terra cotta pink.  
 Ruby. Rich, velvety, ruby red.  
 Golden Queen. Golden yellow.  
 Wallflower. Brownish orange and copper red.

Price of above five varieties 15c per packet.

One each of the seven including the two novelties, \$1.00

**Antirrhinum Maximum Mixed.** A fine mixture of many different colors.

Price 15c per packet.

**ANTIRRHINUM MEDIUM.** A large flowered type of Snapdragons producing many long, perfect spikes of blossoms. As many as twenty-four spikes have been cut from one plant. We list our new variety Pink Perfection, which is an exquisite shade of pink slightly suffused salmon, exceedingly beautiful as a cut flower.

Price 25c per packet.

For other varieties of Antirrhinum Medium see page 19.

### Calendula

**The Ball.** This is a new and much improved Calendula or Pot Marigold, and is now being grown extensively as a cut flower, and also as a pot plant. It is an improvement over the Orange King, being at all times very double of unusually large proportions. A favorite wherever grown.

Price 25c per packet.

### Centaurea Imperialis (SWEET SULTAN)

**Amaranth Red.** A new color in Centaureas, giving a wonderful effect under artificial light.

Price 15c per packet.

### Sweet Peas

Four exquisite novelties in Winter Orchid Flowering Sweet Peas.

**Gilda Gray.** Scintillating salmon-cerise, overlaid bright pink. A beautiful and lively color combination, quite suggestive of the famous dancer for which it is named.

Price 50c per packet.

**Orange King.** A beautiful glowing orange. The richest and deepest orange yet produced. Bears four large flowers on long stiff stems.

Price 50c per packet.

**Sweet Lavender.** Enormous pure lavender self, beautifully frilled, and the flowers are borne on long stems.

Price 50c per packet.

**Mrs. Kerr.** We consider this the best salmon colored sweet pea in the Winter Orchid type. The color is extremely bright and it is in great demand as a cut flower.

Price 35c per packet.

**Special Offer:**—One packet of each of the above for \$1.50.

For other varieties see page 23.

### California Poppies (ESCHSCHOLTZIA)

Seven Exquisite New Colors

Ballet Girl. Cochineal carmine.  
 Lovely. Rose pink suffused salmon.  
 Mauve Beauty. Pure mauve.  
 Orange Flame. Vivid orange scarlet.  
 Purple Glow. Reddish purple.  
 Scarlet Beauty. Deep scarlet.  
 Tango. Bronzy red overlaid terra cotta.

Price of above 25c per packet.

### Digitalis (FOXGLOVE)

**Gloxiniaflora. THE SHIRLEY.** A magnificent strain of the highest beauty, the result of many years of careful reselection by Rev. W. Wilks in his famous garden at Shirley; growing 5 to 7 feet high, the 4 feet long inflorescences bearing enormous flowers ranging from pure white to the deepest rose, and wonderfully blotched and spotted dark maroon, crimson and chocolate.

Price 25c per packet.

We fill our own seed packets and use tested, fresh seed only. With proper care in preparing the seed beds and sowing the seed and constant attention until the plants are large enough to transplant, you are assured of strong plants and beautiful flowers.

### SEND SEEDS AS GIFTS

You can "Say It With Flowers" in a way that will long be remembered. Send a few packets of flower seeds to your friends. Enclose your card with the order and we will forward a neatly wrapped package prepaid with your card.



## FLOWER SEEDS

### FOR FALL AND WINTER SOWING

### ANTIRRHINUM

(SNAPDRAGON)

For gorgeous coloring few flowers can match Snapdragons. The flowers are large, borne on long flower stalks and are somewhat fragrant. Especially are they good for cutting.

Easily grown from seed. Sow in a sunny exposure and carefully water until the plants are up, then gradually decrease the water. As soon as plants are large enough, water by irrigating. Do not water over the foliage.

Tall Growing—Giant Flowered Varieties, 24 to 36 inches high. See Novelties, page 18.

Medium or Semi-Tall Sorts—18 to 24 inches high.

**Amber Queen.** Canary yellow overlaid with chamois pink.

**Aurora.** Bright, scarlet, yellow lip.

**Cottage Maid.** Light pink with white throat.

**Crimson King.** Rich scarlet-crimson.

**Daphne.** Soft blush pink.

**Defiance.** A combination of buff orange and russet red.

**Mauve Beauty.** A lovely shade of rosy mauve.

**Prima Donna.** Terra cotta pink, white throat.

**Queen of the North.** Pure white.

**Rose Dore.** Soft salmon rose.

**Silver Pink.** Best type of clear silvery pink.

**The Fawn.** Terra cotta pink and pale yellow.

**Mixed.** A mixture of all medium tall sorts.

Price 10c per packet, six for 50c

### Alyssum

(SWEET ALYSSUM)

Free flowering annual. Useful for beds, baskets, boxes or edging. Sweetly scented.

**Little Gem.** Dwarf, compact habit. Blooms when quite small. The best white flowering edging plant.

Price 10c per packet.

**Saxatile compactum.** Showy bright yellow hardy perennial; blossoms first season.

Price 15c per packet.

**Alyssum argenteum.** Clear lemon-yellow flowers, silvery foliage. Very attractive.

Price 15c per packet.

**Alyssum Lilac Queen.** Dwarf, compact habit; flowers pure lilac color.

Price 15c per packet.



Aquilegia

### Tom Thumb Varieties

Grow 8 to 10 inches high. These miniature snapdragons are unusually fine for edging as well as very low bedding, or carpet bedding purposes.

**Crescia.** A rich, deep scarlet.

**Orange Yellow.** A blending of orange and yellow.

**Roseum.** Splendid pink.

**Snow Queen.** Pure white.

**Mixed.** A mixture of the foregoing.

Price 10c per packet.

One packet each of the four varieties, 35c

### Aquilegia

(COLUMBINE)

This perennial may be sown in the open ground.

Especially adapted for a moist, shady position. Height 2 to 3 feet.

**California Hybrids.** Exquisite flowers in yellow and orange shades, long spurs.

Price 25c per packet.

**Canadensis.** Scarlet and yellow native species.

Price 15c per packet.

**Chrysantha.** Golden yellow.

Price 15c per packet.

**Coerulea.** Violet blue and white.

Price 15c per packet.

**Pink Hybrids.** Comprise all the varied shades of pink. Very fine. Long spurs.

Price 25c per packet.

**Mrs. Scott Elliott's Strain of Long Spurred Hybrids.** This strain is allowed by the Royal Horticultural Society to be the best ever raised, and has received awards whenever exhibited. The blooms are of large size and the spurs very long. The colors range through shades of lavenders, mauves, blues, purples, whites, creams, yellows, pinks, reds, etc. There are no jarring or crude tints, and the whole form a most harmonious mass of coloring seldom seen in other flowers.

Price 25c per packet.

### Bellis Perennis

(ENGLISH DAISY)

A favorite perennial, easily raised from seed. May be sown any time from July to January.

**Giant White.** Large flowers, free blooming.

**Giant Rose.** Same as the above except color.

**Mixed.** A mixture of the above.

Price 15c per packet.

### Calendula

(POT-MARIGOLD)

An easily grown and showy free flowering annual. Will thrive in any garden soil, producing fine effects in beds or mixed borders.

**Orange King.** Very large and double bright orange-red, dark eye; an extra fine strain.

**Lemon Queen.** Very large, extremely double flowers of rich lemon yellow.

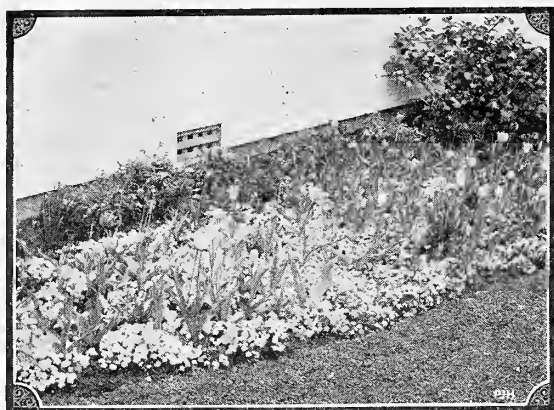
Price 10c per packet

### California Poppies

(ESCHSCHOLTZIA)

The best known of our California wild flowers. Color is a deep orange yellow with a beautiful golden sheen. See novelties, page 18, for new colored varieties.

Price 10c per packet



Sweet Alyssum used as cover for Tulips

## California Wild Flowers

A mixture of twenty distinct varieties of native California wild flowers. This mixture will succeed and give splendid results under ordinary conditions. Send a packet to your Eastern friends.

Price 25c per packet.

## Candytuft

(IBERIS UMBELLATA)

These annuals are considered indispensable for cutting; best used for beds or massing.

Carmine. Bright carmine rose.

Crimson. Rich deep shade.

White Fragrant. Flowers small, very sweetly scented.

Lavender. Delicate shade of rosy lavender.

Mixed. A splendid mixture of all the colors.

Price 10c per packet; six packets 50c

## Centaureas

Favorites everywhere, hardy, will grow and do well almost everywhere. Wonderful as cut flowers.

Centaurea cyanus. Cornflower. Double blue, or mixed.

Price 10c per packet

Imperialis. Sweet Sultan. Sweet scented flowers borne on strong stems, and when cut will last for several days. Rose, lavender, white, yellow and mixed.

Price 10c per packet

Candidissima. Dusty Miller. Fine for bedding, vases, hanging baskets, and especially for edging borders.

Price 15c per packet.

## Cineraria

Beautiful flowering plants for the house, conservatory and bedding out in sheltered positions. Start seed in boxes, then transplant to pots or open ground. Requires a well drained soil.

Prize Dwarf. Dwarf compact plants, not over a foot high, with immense heads of large individual flowers in a great range of beautiful colors.

Price 50c per packet

Prize Tall. Of taller growth than the above, with flowers of extraordinary size.

Price 50c per packet

Stellata, Star Cineraria. Large spreading panicles of starlike flowers in the same variety of colors as the ordinary cineraria. Wonderfully effective for the decoration of the home or conservatory, also useful for cutting.

Price 25c per packet

## Clarkia

A very pretty and easily grown annual. Does well either in sun or shade, growing 2 to 2½ feet high with leafy racemes of double flowers which all open in water when cut.

Rich in shades of Salmon, Scarlet, Mauve, etc.

Elegans. Double mixed. A fine mixture containing all the colors.

Price 10c per packet

## Delphinium

(PERENNIAL LARKSPUR)

Beautiful hardy perennials with large spikes of handsome flowers. Very useful as cut flowers, etc. Start seeds in boxes and transplant when large enough to handle.

Belladonna. The freest blooming of all the Perennial Larkspurs. Its clear, turquoise blue flowers are not equalled for delicacy and beauty.

Price 25c per packet

Bellamosum. This is a rich, deep blue form of the Belladonna possessing the same qualities.

Price 25c per packet

Gold Medal Hybrids. This is one of the finest strains of hybrids ever offered. The plants are of strong, vigorous habit with large flowers on very long spikes. The lighter shades of blue predominate.

Price 25c per packet

## Didiscus Coeruleus

(QUEEN ANN'S BLUE LACE)

Annual of easy culture. Dainty heads of sky blue flowers. Fine for cutting.

Price 15c per packet

## Digitalis

(FOXGLOVE)

Handsome and exceedingly ornamental hardy plants of stately growth succeeding under almost all conditions.

Gloxiniaeflora. Mixed. An extra choice strain. All colors.

Price 15c per packet

## Dimorphotheca

(AFRICAN GOLDEN DAISY)

Aurantiaca. Showy annual daisy, native of South Africa, which is very well suited to our climatic conditions. Plants bushy; grow about 12 to 15 inches high. The flowers are a rich glossy orange gold, with dark disc and halo. Seed may be sown in the same manner as Asters, Petunias, etc., and should have a dry sunny position.

Price 10c per packet

## Gaillardia

(BLANKET FLOWER)

PERENNIAL VARIETIES. These should have a place in every hardy border. Do well in most any position or soil and require very little attention.

Mixed. Splendid combination of gold and crimson.

Price 15c per packet

## Geum

Mrs. Bradshaw. Double. The orange-scarlet flowers are very large and full; comes quite true from seed and blooms the first year. 2 feet June-September.

Price 25c per packet

## Godetia

Very attractive, hardy annuals. The plants bloom profusely and bear flowers of satiny texture in many rich colors.

Duchess of Albany. Pure white.

Gloriosa. Deep blood-red.

Rosamunde. Fiery rose.

Lady Satin Rose. Bright carmine.

The Bride. White and red.

Mixed. All colors mixed.

Price 15c per packet; six packets 75c

## Gypsophila

(BABY'S BREATH)

Pretty free flowering plants, succeeding in any garden soil. Their misty white panicles of bloom are largely used for mixing with cut flowers.

Elegans Alba Grandiflora. This is the annual, large flowering pure white Baby's Breath. Free easy growth.

Price 10c per packet

Paniculata. A hardy perennial which blooms the first year if sown early. White flowers, excellent for bouquets.

Price 10c per packet



## Helichrysum (STRAWFLOWER)

Very showy plants for bedding with their bright and varied range of colors. Produce many flowers and remain in bloom for a long time. Prized for winter decorative purposes as well as durable bouquets. Flowers intended for drying should be gathered when partially unfolded and suspended with their heads downward in a cool place until dry. Double Fireball, Red, Double Crimson, Rose and Carmine shades, Salmon shades, Mixed.

Price 15c per packet

## Hollyhock

Hardy perennial of stately growth. For planting among shrubbery, or forming a background for other flowers, it is without equal. Seed sown in seed beds or boxes in the fall may be planted out when large enough and will bloom the following summer.

**Double.** Maroon, bright rose, bright red, salmon rose, white, yellow, newport pink, and mixed.

**Single.** Pink, red, yellow, white, also mixed.

Price 15c per packet

## Hunnemannia Fumariaefolia (BUSH ESCHSCHOLTZIA)

Plants about 2 feet high, bushy with beautiful feathery foliage. Produces large buttercup yellow poppy-like blossoms, which, when cut, will last for several days.

Price 10c per packet

## Larkspur

We know of no other plant that we feel so free to recommend as the Larkspur. They make handsome beds, or borders, and their free, graceful habit and bright colors are very effective when interspersed in that old fashioned flower or shrubbery border. The excellent keeping qualities when cut and the ease with which they may be arranged for decorative purposes make them doubly valuable as cut flowers. Easily grown, seed may be sown in the open ground. We list an excellent strain that is the result of long years of careful selection.

**Double Stock Flowered.** Dark blue, lilac, Newport pink, shell pink, light blue, white, and mixed.

**Exquisite (New).** Clear rose pink.

Price 15c per packet

## Lupins

Free flowering, easily grown annuals, with long graceful spikes of rich and various colored pea-shaped flowers; valuable for mixed borders, beds, and for cutting. Prefers a little shade.

**Mixed.** A choice assortment of the choicest colors.

Price 15c per packet

## Mignonette (RESEDA)

A hardy annual growing from 6 to 12 inches high, very fragrant. No garden is complete without mignonette. Sow seed in the fall for early spring blossoms.

**Defiance.** Grown under favorable conditions, spikes will be of remarkable size, 12 to 14 inches, and deliciously fragrant. Excellent keeping qualities, retaining their grace and fragrance until every bud opens.

Price 15c per packet

**Machet.** Dwarf pyramidal growth; many flower stalks; very fragrant; one of the best.

Price 15c per packet

**Salmon Queen.** Fine spikes of bright salmon red flowers; intensely fragrant; fine for outdoor culture.

Price 15c per packet

## Myosotis

(FORGET-ME-NOT)

Hardy perennials which are especially effective when grown in masses. Small star-like flowers borne in clusters; bloom first year if seed is sown early. Does best in a cool moist location.

**Alpestris.** Rich indigo blue flowers.

**Palustris.** An everblooming variety; clear blue flowers.

Price 10c per packet

**Blue Bird. (New).** Large, clear, dark blue. Very fine.

Price 25c per packet

## Nemophila

(BABY BLUE EYES)

Hardest of annuals, and of the easiest culture. Should be sown in beds where they are to flower. One of the first flowers to bloom in the spring. Splendid to use as a ground cover when sown in the bulb beds.

**Insignis.** Blue. Known popularly as Baby Blue Eyes.

**Mixed.** All colors, cup-shaped flowers in many bright colors, blue predominating.

Price 10c per packet

## Pansies

These wonderful flowers are so well known that they require no description. Seed should be sown in a soil containing a portion of leafmould well enriched with decayed manure. Two transplantings are necessary to obtain the largest flowers. It is a mistake to plant Pansies in the shade of trees or building, as they thrive best in an open exposure where the wind has a free sweep over the bed. This keeps them from becoming straggly. About the middle of August is the best time to start seed for winter and early spring blooming. Seed can be sown as late as February or March.

**Bronze.** Very large; shades of burnished brass and gold.

Price 25c per packet

**Improved Beaconsfield.** Bluish purple with distinct lavender tinge.

Price 25c per packet

**Madame Perrett.** Beautiful enormous flowers, mostly composed of wine and red shades.

Price 25c per packet

**Mastodon Miracle Mixed.** A new strain of the finest types of Pansies; in all colors.

Price 50c per packet

**Mastodon Striata.** Beautifully striped; mostly dark and rose-pink shades.

Price 50c per packet

**Mlle. Irene.** Tango red.

Price 25c per packet

**Orchid Flowering Mixture.** A dwarf free bloomer, with a range of delicate colors that do not exist in any other pansies.

Price 25c per packet

**Parisian Yellow.** Pure rich yellow.

Price 25c per packet

**Volcano.** Rich Burgundy red.

Price 25c per packet

**Giants of California.** Finest mixture, flowers large, beautifully marked, mostly dark colors.

Price 50c per packet



Myosotis

## Pentstemon

Tall growing hardy perennial. Very showy and attractive. One of the most effective and satisfactory plants for the border. Will bloom all summer and fall.

**Gloxiniodes.** "Sensation". Grows about 2 feet high, every branch being a spike of large gloxinia-like flowers in a very wide range of colors, including rose, red, carmine, cherry, pink, lilac, purple, etc.

Price 15c per packet

## Primula

**Malacoides.** The flowers are of a delicate shade of lavender, produced in whorls on tall graceful spikes in great profusion.

Price 25c per packet

**Obconica Gigantea.** The leaves are dark green, thick and leathery, roundish, veined at the edges and often measure six inches in diameter. The flower stalks are stiff and strong. The flowers are of good shape, measure from 1¼ to 1½ inches in diameter, and are borne in clusters up to 4 inches across.

Fine mixed, pink and rose shades.

Price 50c per packet

## Pyrethrum

**Aureum.** Yellow foliage; well known as Golden Feather; used for edging.

Price 15c per packet

**Roseum.** Hybridum grandiflorum. Hardy perennial, daisy shaped flowers, ranging from white to deep red, with yellow centers. Persistent bloomers, and fine for cutting.

Price 15c per packet

## Schizanthus

(BUTTERFLY FLOWER)

One of the daintiest flowers imaginable, especially adapted for lightening the effect of a taller and heavier planting. Seeds germinate quickly, coming into bloom a few weeks from time of sowing.

**Wisetonensis.** Remarkably free flowering and presents a beautiful appearance with its myriads of flowers, the ground color of which is white, dotted with delicate rose.

Price 25c per packet

**Grandiflorus, Garaway's Hybrids.** A grand strain bearing a profusion of large flowers all with handsome markings on a white, buff brilliant rose, rich blue or purple ground.

Price 25c per packet



Larkspur

## Petunias

For immediate effective show, few flowers equal Petunias, either for bedding, or for window or porch boxes. They flower early and remain a mass of bloom the entire season. Require fairly good soil and a sunny position, best started in boxes and then transplanted into the open.

## Large Flowering Single

**Giants of California.** Flowers very large, in great varieties of colors and markings, with deep yellow throats.

Price 35c per packet

**Fringed Ruffled Giant.** Flowers of extraordinary size and substance; ruffled, fluted and fringed; solid colors.

Price 50c per packet

**Single Mixed.** Containing a great variety of colors; large flowers.

Price 15c per packet

**Balcony Mixed.** A splendid free flowering type, either for bedding or for window boxes, vases, hanging baskets, etc. Flowers average 2 inches across; colors rich blue, rose and white.

Price 25c per packet

**Howard's Star.** Free flowering strain; color crimson maroon with a clearly defined five-pointed star of bluish white. For bedding, baskets, etc.

Price 25c per packet

GIANT DOUBLE

**Mixed.** Extra choice strain; flowers very double fringed and frilled.

Price 50c per packet

## Platycodon

(BALLOON FLOWER)

Hardy perennials, producing very showy flowers the entire season. Forms large clumps; excellent for planting in permanent borders, or among shrubbery. Easily raised from seed.

**Grandiflorum.** Large steel-blue flowers.

Price 15c per packet

**Album.** Pure white.

Price 15c per packet

**Platycodon Japonicus Floro Pleno.** Double-flowering, large glossy deep blue flowers.

Price 15c per packet

## Poppies

Annual poppies should be sown as early as possible in the soil where they are to remain as they do not stand transplanting. Sow very thinly, barely cover and firm down. Thin out to three or four inches apart for best results. Flowers will last several days if picked before expanding.

**Select Shirley.** Range in color from purest white through the delicate shades of pink, rose and carmine to the deepest crimson and blood red.

Price 15c per packet

**Shirley American Legion (New).** Dazzling orange-scarlet, of enormous size, on long stiff stems. Erect and robust.

Price 25c per packet

**Iceland Poppies.** Although hardy perennials, these poppies bloom the first year from seed. They are of graceful habit, with bright green fern-like foliage, bearing brilliant flowers in great profusion; very useful for cutting. Bright yellow, pure white, orange-scarlet and mixed.

Price 15c per packet

**Eldorado (Annual).** Flowers are large, single, semi-double and double, and contain magnificent shades of soft salmon, orange, orange-scarlet, pink, rose and white without any dark markings whatever.

Price 15c per packet

**Carnation Flowered Mixture.** All colors, very double.

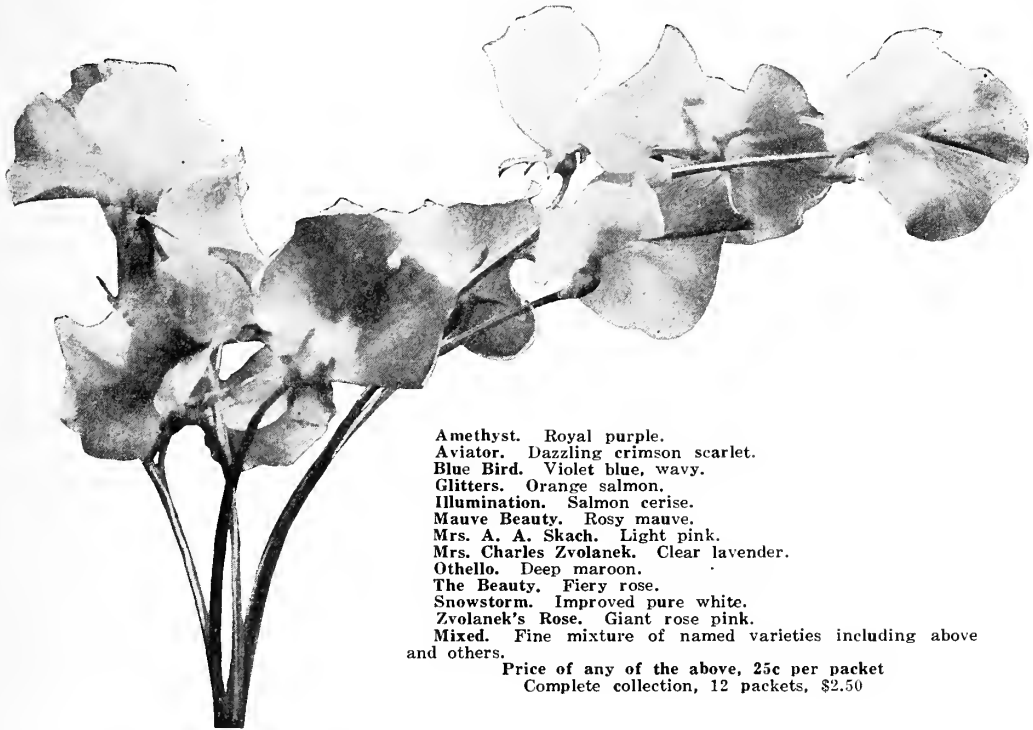
Price 15c per packet

**Oriental.** For gorgeous coloring the Oriental Poppies have few rivals among hardy plants. They produce magnificent effects among shrubbery and are invaluable for cutting.

Mixed—Price 15c per packet

## SWEET PEAS

We have selected twelve varieties of Winter Orchid Flowering Sweet Peas, each one of which we believe has proven the best in its color class. They all produce large, beautifully shaped flowers on fine long stems, and hold their color without fading, making them very suitable for outdoor culture.



Amethyst. Royal purple.  
 Aviator. Dazzling crimson scarlet.  
 Blue Bird. Violet blue, wavy.  
 Glitters. Orange salmon.  
 Illumination. Salmon cerise.  
 Mauve Beauty. Rosy mauve.  
 Mrs. A. A. Skach. Light pink.  
 Mrs. Charles Zvolanek. Clear lavender.  
 Othello. Deep maroon.  
 The Beauty. Fiery rose.  
 Snowstorm. Improved pure white.  
 Zvolanek's Rose. Giant rose pink.  
 Mixed. Fine mixture of named varieties including above and others.

Price of any of the above, 25c per packet  
 Complete collection, 12 packets, \$2.50

## STOCKS (GILLIFLOWER)

The stock is without exception one of the most popular annuals. For brilliancy and diversity of color, fragrance, profusion and duration of bloom, it is unsurpassed. Mammoth Flowering Beauty Stock, a recently developed strain of early flowering winter stock, forms numerous branched plants about two feet high, having many spikes of large, double, exquisitely fragrant flowers. They are of a special value for cutting during the dull winter months; for this purpose seed should be sown from July to September.

### Mammoth Beauty of Nice

Abundance. Large carmine-rose.  
 Almond Blossom. White-shaded carmine.  
 Beauty of Nice. Delicate shade of flesh pink.  
 Canary Yellow. Clear canary yellow.  
 Crimson King. Brilliant fiery crimson.  
 Cote D'Azure. Light blue.  
 Madame Joseph Paquet. Orange.  
 Mont Blanc. Large pure white.  
 Parma Violet. Beautiful violet.  
 Queen Alexandra. Rosy Lilac.  
 Rose of Nice. Lovely old rose.  
 Summer Night. Rich deep blue.  
 Mixed. All colors.

Price 15c per packet; six packets 75c

### Viola (TUFTED PANSIES)

Though the flowers are not as large as the regular pansies, they bloom so freely and for so long that many people consider them superior where a mass of color is desired.

Cornuta Papilio. The Butterfly. Soft lavender blue. Free blooming. The finest variety for bedding.  
 Lutea Splendens. Bright yellow, fine for bedding or borders.  
 Cornuta Mixed. All colors mixed.

Price any variety 25c per packet

### Giant Perfection

A fine group of stocks, very free flowering, producing extra long branches. Blooms over a long period of time and our strain produces a very high percentage of doubles. We list ten separate colors.

Brilliant. Deep blood red.  
 Creole. Canary yellow.  
 Empress Augusta Victoria. Silvery lilac.  
 Flesh. Flesh pink.  
 Heatham Beauty. Rose, shaded terra cotta.  
 May Queen. Pale blue.  
 Queen of the Belgians. Pale Violet.  
 Rose. Fine rose pink.  
 Snowdrift. Pure white.  
 Sapphire. Deep violet.  
 Mixed. A choice mixture.

Price—Any of above, 15c per packet  
 Collection of 10 named varieties \$1.25

### Wallflower

Deliciously fragrant half hardy perennials which bloom in the early spring. The oriental coloring of the flowers in their rich red and yellows is very effective. Easily grown and last well as cut flowers. Finest mixed. All colors.

Price 15c per packet

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## PLEASE OBSERVE WHEN ORDERING

### HOW TO ORDER:

Write plainly your name, town, and state, giving street numbers or post office box when expedient.

### TERMS:

All prices in catalog are F. O. B. Los Angeles.

Seeds will be sent prepaid at catalog prices. Bulbs in small quantities are shipped prepaid. In orders of fifty or more, bulbs are sent Express collect, unless order is accompanied by a sufficient remittance to cover postage.

All plants are shipped Express collect, and all orders must be cash. No plants will be sent C. O. D. Remit in any safe way—Post Office Money Order, Express Order, or personal check on local banks are best. Postage stamps will be accepted in amounts up to one dollar.

In applying prices, not less than six will be sold at the dozen rate, or fifty at the hundred rate. All goods travel at purchaser's risk and at purchaser's expense unless otherwise listed.

### NON WARRANTY:

We give no warranty expressed or implied as to purity, description, quality, productiveness or any other matter of any Seeds, Bulbs, or Plants we send out, and we will not be in any way responsible for the crop. If purchaser does not accept the goods on these terms, they are to be at once returned, and the money paid for same will be refunded.

### FILLING ORDERS:

All orders are filled promptly, usually on the day of receipt.

In ordering, please state whether substitution will be permitted as we feel at liberty, when no instructions accompany the order, to replace any varieties out of stock with others as nearly similar as possible. When a certain variety is selected which we feel not suited to the customer's locality, or when a variety has been superseded by another which is superior, we also feel at liberty to substitute.

## Paul J. Howard's HORTICULTURAL ESTABLISHMENT

250 South La Brea Ave. Tel. WHitney 1141

Los Angeles, Calif.







## PLANNING A GARDEN

.....

*"I felt a certain sensation of pleasure, as I always  
do when successfully battling with a difficulty."*

*—Ludvig von Beethoven.*

.....

This noble phrase of the great composer is, we believe, applicable to the feelings of the person who has finished a garden. It is a work which is to endure for many years, and when skillfully done, adds much of beauty and value to even the most dexterously designed building.

A garden must contain shrubs, trees, herbaceous plants, bulbs, vines, etc., but these are not enough—there must be a sense of unity, a fitting together and blending of groups and species.

Through years of training and a love for the creative, our landscape men have learned much of this art which will assist you with your garden problems. Plan your garden with a PAUL J. HOWARD Landscape Man.



MAMMETH FLOWERING BEAUTY STOCKS